Effective signal-coverage comparison of an FM station and a 1400-kc AM station

Regardless of your present power, if you face a coverage problem, if you share a crowded channel, consider FM. In nearly every case it will provide better coverage of the same area at less cost, or better coverage of more area at the same cost. To your audience this means improved reception. To you, this means a larger and more consistent audience and better service to your advertisers.

Plan your FM station now and make full use of General Electric's vast background of experience in the FM field. It is the one manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. For information on G-E's complete line of FM broadcast equipment, write direct to: Electronics Department, General Electric, Schenectady 5, N. Y.
Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains in complete detail how General Electric can help you obtain early delivery of your broadcast equipment.

General Electric's new FM equipment will include revolutionary circuit developments and improved layout features that will contribute to the quality and economy of your broadcasting system.

50 FM BROADCAST STATIONS ARE ON THE AIR; HUNDREDS OF APPLICATIONS ARE PENDING

THE PRE-WAR G-E 1-KW FM TRANSMITTER

Station interference pattern produced by AM stations on the 1400-kc channel. The dots indicate location of stations. Large circles indicate possible 400-mile interference range.

50 FM BROADCAST STATIONS ARE ON THE AIR; HUNDREDS OF APPLICATIONS ARE PENDING

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

M • TELEVISION • AM See G.E. for all three!
THE COCA-COLA BOTTLERS of America PRESENT MORTON DOWNEY For THIRD CONSECUTIVE YEAR

MORTON DOWNEY Under Exclusive Management of MUSIC CORPORATION OF AMERICA
PRESENTS

THE 1945 RADIO ANNUAL

Edited by
JACK ALICOATE

Copyright, 1945, by the Radio Daily
1501 Broadway, New York 18, N. Y. Wisconsin 7-6336

Printed by The Barnes Printing Co., Inc., New York
BUY THESE ELEVEN ESSENTIAL STATIONS IN THE ELEVEN ESSENTIAL MARKETS

Advertising dollars are best spent in essential markets—radio efforts are best spent on essential stations.

Once you have the facts on these prospect-rich markets . . . the facts on how they are best covered . . . your selection of these eleven stations will become automatic.

Here's why all eleven of these stations are essential to you: (1) they broadcast to 55% of the radio homes in the U.S.; (2) they are in markets whose buying power is 34.2% higher than the country's average.

Call your nearest NBC Spot Sales Office listed below for complete data on audiences, buying habits, coverage, programs, spectacular successes, time available, costs—all the answers to your spot problems.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Greystone 8700 . . .
Denver, Madison 6211 . . . Boston, Hancock 4261
FOREWORD  Radio Daily herewith presents the eighth edition of Radio Annual, a volume compellingly reflecting the inevitably changing complexion and constant march, both of victory and of progress, of the colorful industry of Radio. The thousand pages that follow are as accurate as humanly possible. The text comes from a thousand reliable sources.

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

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

Jack Alicante
EDITOR and PUBLISHER
TRANSAMERICAN

Creators and Producers
Of Radio Programs
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Meet WHB’s John Wahlstedt—
“The Cook Tenor”... and our Program Director

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

As background, he has a Bachelor’s degree in engineering from the University of Kansas; a Master’s degree in education; and fifteen years teaching experience. He left his position as Vice-Principal of Kansas City’s East High School to devote his full time to WHB. He’s a Shriner, a Jester, “the worst golfer in the state” (his claim); and he loves to hunt and fish. Meanwhile, he not only continues to sing daily on WHB for Cook’s... but he’s proud to sing in WHB’s praise as the result of a Kansas City radio-station program-survey just completed by the Merchants’ Association. Tabulated, here are the facts:

---

**Retail Radio Survey**

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

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

**Answers:**
- WHB 364 votes...60%
- Station B 87 votes...14%
- Station C 47 votes...078%
- Station D 47 votes...078%
- Station E 4 votes...0028%

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

**Answers:** Of the 600 replies, the following mentions were made:
- WHB—“Mary Jane on Petticoat Lane” 228 mentions...38%
- WHB—“Sandra Lea” The Plaza Shopper 174 mentions...29%
- Station B—Downtown Store Program 139 mentions...23%

---

For WHB Availabilities, Phone DON DAVIS at any of these “Spot Sales” offices:

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TEN WONDERFUL YEARS
ON
WNEW'S "MAKE BELIEVE BALLROOM"

NOW PRODUCING
CHESTERFIELD'S "MUSIC THAT SATISFIES"
ON CBS

MASTER OF CEREMONIES
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6 Revenue-Producing Services Offered to All SESAC Licensees

More than 100,000 copyrighted musical compositions of every category available in the catalogs of SESAC publishers.

SESAC Program Builder—the indexed desk reference for daily use, containing the cream of the SESAC repertory, arranged by type and alphabetically.

SESAC transcriptions—tailor-made to meet your program needs—plus the SESAC Transcribed Music Library of outstanding tunes, available to all SESAC licensees.

America's Finest Music—available to advertising agencies and transcription companies at a flat fee of only 2c per composition per record. There are no additional charges, clearance problems or bookkeeping headaches for agency, sponsor or broadcaster when SESAC music is used.

Periodic visits and suggestions by our Station Relations Staff designed to help solve your program needs and operational problems.

SESAC Program Service Department—ready to assist stations, agencies and transcription companies in their music requirements.

SESAC has meant SERVICE to the broadcasting industry for the past 15 years, and will continue to meet the needs of broadcasters, agencies and transcription companies everywhere.

SESAC, INC.

475 FIFTH AVENUE

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★ GUY LOMBardo
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★ DOROTHY THOMPSON
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ED. HERLIHY

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☆

NBC's RADIO REPORTER........ WEAF, Sunday, 1:00-1:15 p.m., E.W.T.

☆

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- Brown & Williamson
- Horn & Hardart
- Sterling Dairy
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<td>Ziv, Frederic W. Co.</td>
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</table>
Here we are again!

These words, the circus-day greeting of the traditional talking clown of a century ago, have lost none of their enthusiasm; indeed they have gained new meaning in 1945. Tested by the exigencies of the times and by hardships that troupers long ago learned to accept as facts-of-life in show business, the Big One proudly points its wagon tongues toward the open road and sends its agents out again among the loyal friends of the Circus — the Men and Women of Radio.

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

"Here we are again!"

RINGLING BROS. and BARNUM & BAILEY

Publicity Dept.

Bev. Kelley ... Frank Morrissey ... Allen J. Lester
Bill Fields ... Frank W. Braden ... Bernard Head
32
AT this time and in the months to come when we must win the war, build world peace machinery and plan our domestic economy to give jobs and opportunity to all our citizens, we are fortunate in having at hand such a powerful instrument as our broadcasting system.

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

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

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

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

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

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

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

For Complete FCC Personnel Please Turn to Page 215
Dedicated to continued cooperation with United States and world radio in the interests of world peace.

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

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

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

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

President Radio Executives Club of New York

BRITISH BROADCASTING CORPORATION
630 - 5th Avenue  New York 20, N. Y.

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

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

Toronto 3, Ont.
354 Jarvis St.
Midway 5481

San Francisco 9, Calif.
1060 Bush Street
Ordway 4949
AS THE SCROLL of history begins to unroll for the 1945 stanza, during which American Broadcasting celebrates its Twenty-Fifth Anniversary, it becomes clearly evident that because of the delayed progress of the European phase of the war a great deal of the planning that has been made for post-war activities is going to have to be changed. That is especially true in radio where technical and engineering developments are being held up until materials can be made available and the newest laboratory advances can be unveiled.

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

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

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

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

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

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

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

For Complete NAB Section and Personnel Please Turn to Page 962

35
Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To the Roosevelt Hotel.

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

And to our exclusive agents and friends, MCA.

Guy Lombardo
TWENTY-FIVE YEARS OF RADIO

By Frank Burke
Editor, RADIO DAILY

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

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

Since the early days of crystal sets, cumbersome storage battery receivers, earphones and sleepless nights of the late listeners, radio has grown to an industry with 33,000,000 radio families, 59,000,000 receivers and estimated gross network sales of over $128,000,000 during the year 1944.

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

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

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

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

Act on Proclamation

Acting on President Ryan's proclamation, network representatives met with NAB officials in New York last December and formed the first committee for the Twenty-Fifth Anniversary observance. Dr. Frank Stanton, vice-president of CBS; Robert D. Swezey, vice-president and assistant general manager of Mutual; Frank E. Mullen, vice-president and general manager of NBC, and Mark Woods, president of the Blue Network, were asked to determine general network policy and to correlate the activities of dramatizing the Twenty-Fifth Anniversary plans. Later the Radio Manufacturers Association, Broadcast Music, Inc., Radio Corporation of America, and other organizations joined in the movement to celebrate the anniversary year.

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

First Network Program

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

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

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

Presents

Every Sunday Over NBC — 7 P.M.—E.W.T.

JACK BENNY

His Cast

MARY LIVINGSTONE
ROCHESTER
PHIL HARRIS
DON WILSON
LARRY STEVENS

Written by

SAM PERRIN
MILTON JOSEFSBERG
GEORGE BALZER
JOHN TACKABERRY
TEN OUTSTANDING RADIO NEWS EVENTS OF 1944

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

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

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

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

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

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

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

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

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

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

**Outstanding Broadcasts:**

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

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

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

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

"1944 in Review," presented by WOR over Mutual network.
THANKS A MILLION ... for helping us raise over a million Christmas Gifts for disabled War Veterans.

EDDIE CANTOR

"I LOVE TO SPEND EACH WEDNESDAY WITH YOU"

9 P.M., E.W.T. — NBC

Broadcasting Over 127 Stations for IPANA and SAL HEPATICA
Radio Participation in War Information Campaign—1944

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

<table>
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<th>OWI FACILITIES</th>
<th>No. of Programs</th>
<th>No. of War Messages Per Week</th>
<th>No. of War Messages Per Year</th>
<th>Est. &quot;Listener-Impressions&quot; Per Week</th>
<th>Est. Annual Value of Time and Talent</th>
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<td>2,347,336</td>
<td>63,000,000</td>
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§ Number of station broadcasts per week.
[* "Figures represent commercial value of time and talent of programs carrying OWI-assigned messages."]

Typical OWI Radio Campaigns in 1944

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<th>CAMPAIGNS</th>
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<th>Station Announcements</th>
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<th>Est. Value of Time and Talent</th>
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Breakdown of OWI National Campaigns by Agencies

<table>
<thead>
<tr>
<th>No. of Campaigns</th>
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<td>1. Treasury</td>
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<td>3. WFA &amp; Agriculture</td>
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<td>8. War Shipping Administration</td>
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41
THROUGHOUT 1944 the American way of broadcasting continued to be a weapon of war as well as an instrument of morale and dissemination of news and vital war messages for the home front. When World War II overtook the United States its radio system virtually proved itself a Secret Weapon, so completely did it integrate the people at large in presenting a solid front in the prosecution of its enemies.

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

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

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

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

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

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

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

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

By Louis G. Cowan
Chief, New York Office Overseas Branch, Office of War Information

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

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

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

Powerful Transmitters

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

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

D-Day Activity

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

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

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

Shortwave Reorganized

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

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

Supported by

Edgar Bergen,

Mortimer Snerd

and

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

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

1. Engineering know-how, which enables us to provide a truly satisfactory means of sending and receiving programs.
2. Programming, whereby we can provide see-hear entertainment and enlightenment worthy of an audience in television's own right.
3. Sponsorship, whereby we are assured of adequate financial support for telecasting, in return for a worthy audience.

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

Engineering Adequate

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

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

Skilled Craftsmen

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

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

Programming Explored

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

(Please Turn to Page 53)
SYMPHONIC MUSIC ON THE AIR

By Serge Koussevitzky

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

Choice of Programs

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

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

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

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

What Listeners Want

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

The duty of every conductor now is no different from what it has been in the past. A conductor must be a prophet—not a mystical but a very practical one, who can look into the future far enough to see that what audiences now reject they will soon be begging for. An example of this is the Fifth Symphony by Shostakovich, which was greeted with little attention and many objections when it was first heard. My answer to these objections was to repeat the symphony again and again until it became one of the most popular of contemporary symphonies in our repertory. The conductor's function as a "leader" is to bring about that change; to make the unpopular music of today the popular music of tomorrow, and always to have that tomorrow in his plans.
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
THE development of frequency modulation radio offers a magnificent opportunity to do a comprehensive and thorough job of educational broadcasting. That this opportunity will be seized upon and made use of is by no means assured. Many dangers face the whole enterprise. It seems certain that the FCC will assign a sizeable number of channels to non-commercial educational broadcasting. This is in contrast to standard AM broadcasting in which educational stations have always had to compete with the more amply financed commercial stations for frequencies, hours and power. It will enable the non-profit stations to broadcast at times when they can best serve the educational needs of listeners. It will make possible the establishment of dozens, and possibly hundreds, of new stations by universities, colleges and school systems which have at long last awakened to the values in broadcasting only to find that no facilities were available or that present facilities were inadequate.

Educational Independence

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

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

Where several institutions competed for the opportunity to broadcast over limited commercial facilities, only the programs with the widest possible appeal to a large mass audience were likely to gain an airing. Needs of smaller groups had necessarily to be ignored. Now many of these institutions will operate stations serving the widest variety of needs—from foreign language lessons to gardening, from appreciation of poetry to popular psychology, from kindergarten stories to sixth-grade arithmetic, from music to drama.

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

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

Early Experiences

In the first place, we may have a repetition of the earlier AM experience, with large numbers of educational stations initially established and then suspending operations until only a handful remain. The picture is more favorable this time, however. Most of the earlier stations were engineering experiments, and stations gave up licenses when faced with the necessity for serious programming; this time, licenses are applied for in order to engage in program operations, and this presumes an acknowledgement of continuing program responsibilities. Last time, educational stations had to compete directly with commercial stations for time and facilities; now they have their own channels. And, finally, educators are much more alive to the values of broadcasting. They are taking radio seriously.
Ed (Archie) Gardner
nicians have been devoting their spare time from urgent war jobs in order to gain practical telecast experience, we have had writers, producers and performers volunteering their services in order to learn the intricacies of this new medium for their talents. Many television headliners of tomorrow are now in the making. Recent technical advances, notably higher illumination levels and greater depth of focus, make available a larger stage and greater freedom of action. We have learned much about scenery and backgrounds, camera technique, lighting and other details of production. Already we have trained writers and directors who know how to get the most out of televised productions. We are pretty well set on programming.

Solve Sponsor Angle
Lastly, we have evolved the sponsorship angle whereby telecasting can be placed on a self-supporting basis essential to truly commercialized television. While engineers behind cameras and performers out front have worked out a satisfactory telecast art, we have had advertising men and advertisers working in the "commercial" or sales message and studying audience reactions. While the audience is still numbered in tens of thousands as against the millions for broadcasting, we can nevertheless gain the practical experience now for later business efforts.

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

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

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

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

(Continued from Page 47)
Thinking of you

KAY KYSER

COLGATE-PALMOLIVE-PEET
NBC—WEDNESDAY NIGHTS

Exclusive Management
MUSIC CORPORATION of AMERICA
THE WOMEN AND RADIO—1945

By Mildred O'Neill
Radio Daily Staff Writer

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

Television

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

Women Directors

A significant chapter on the progress of women in radio has been written by the Association of Women Directors. A subsidiary of NAB, this is the only women’s organization in radio. The AWD has a membership of 700 women, each of whom has been accredited by her station manager for the work of promoting a broader aspect to women’s interest in radio and increasing through greater commercial sponsorship and improved public relations areas of service to industry. This year 1945 will witness a move to consolidate the efforts of women in radio in both hemispheres. In this connection, the AWD has announced a special promotion, “Women of the United Nations,” proposed to widen the scope of women’s activities in broadcasting by means of wireless. Close co-operation will be maintained with 20 major women’s organizations, the United Nations Information Office and the Inter-American Commission of Women.

BBC Statistics

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

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

Women With OWI

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

The Guide has carried four war campaigns each month and broadcasters have been asked to use one message a week. The subjects that have been used include Paper Shortage, Careless Talk, Give War Bonds and Stamps for Christmas, Nurses’ Aides for Army Hospitals, and others equally pertinent. Co-operation from women’s programs with this movement has been reported as excellent.
Mgt. LOU CLAYTON
THE MARKET FOR RADIO IN 1945

By M. H. Shapiro
Managing Editor, RADIO DAILY

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

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

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

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

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

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

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

For Complete Census Statistical Section Please Turn to Page 273
In nine polls for most popular girl singer during past year, Dinah Shore was voted:

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

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

Recording exclusively for RCA-Victor

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

DINAH SHORE

Management: WILLIAM MORRIS AGENCY
## 1941—Growth of Stations—1944

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**This figure includes 5 Special Broadcast Stations.
A GOOD SONG LIVES FOREVER

By Morton Downey

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

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

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

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

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

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

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

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

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

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

on the air for
CAMEL CIGARETTES

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

CBS

Management
NATIONAL CONCERT AND ARTISTS CORP.
WARTIME SPORTS BROADCASTING
By Don Dunphy

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

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

Armed Forces Co-op

Through the co-operation of the Armed Forces Radio Service, there have been sent overseas play by play descriptions of baseball, boxing, basketball, hockey, track meets and other sports events. These have gone out both live and recorded along with daily and weekly summaries. We know from the mail response from the men in uniform how much sports by radio has done to bring "Back home" a little closer to "Over there." We know what they have done to keep alive his interest in sports, how much it has meant in the way of relaxation and enjoyment. This has been indicated by the reports that have come back of a group of soldiers huddled in an igloo in the black of an Alaskan night listening to the play by play of the last World's Series between the Cardinals and the Browns, of fliers returning from a bombing mission asking for baseball scores, of parents mentioning letters from sons in which they talk of enjoying fight broadcasts, of soldiers and sailors in the world over waiting impatiently by their sets for the kickoff in the Army-Navy football game. All these things should make the sports announcer even more anxious to do a good job and to turn out a better performance.

Other Duties

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

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

Yes, the War has increased the responsibility of the Sports Announcer but I think he has realized his responsibility and answered the question, the while striving to present a better and clearer sports picture.
AND HIS PENNSYLVANIANS
for OWENS-ILLINOIS GLASS CO.

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

MANAGEMENT JOHN O'CONNOR 1697 BROADWAY, NEW YORK, NEW YORK
THE WEST COAST HAD A BUSY YEAR

By Ralph Wilk
RADIO DAILY West Coast Representative

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

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

Station Status


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

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

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

Personnel Changes

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

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

George L. Moskovich, who was the Columbia Pacific's sales manager, went East and is now assistant to Howard Meighan, who is in charge of Columbia's radio sales. Charles E. Morin, who was Columbia's Pacific's Eastern sales manager, is now the Coast net's sales manager. Joe Alvin, who was assistant director of NBC's Western division press department, was promoted to head the net's special events and news department.

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

Pat Campbell joined Don Lee-Mutual and his duties include those of station relations manager.
Ralph Edwards' "T or C"
ON THE WASHINGTON FRONT

By Andrew H. Older
Staff Correspondent, Radio Daily

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

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

Freedom of Radio

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

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

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

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

FCC Hearings

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

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

Management
George Frank, Inc.
CHICAGO LOOKS TO THE FUTURE

By Bill Irwin
RADIO DAILY Staff Correspondent

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

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

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

Television Plans

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

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

Network Tie-up

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

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

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

Radio-Tele Theater

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

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

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

Creator of most UNUSUAL musical combinations

11:30-11:45 a.m. (E.W.T.) WOR-MUTUAL
Sponsored by Van Camp's
Monday to Friday

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

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

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

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

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

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

TRANSCRIPTIONS . . . for SESAC Library

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

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

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

**Standardization of Rate Structures**

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

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

**A Yardstick of Measurement**

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

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

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

**Canadian RTPB**

Another phase of post-war planning is to be found in the establishing of a Canadian Radio Technical Planning Board. This Board will function in a similar manner for Canada as the Radio Technical Planning Board does for the United States. The Radio Manufacturers Association of Canada, with the blessing of the Radio Division, Department of Transport, is responsible for initiating the Board. Much of the material of the Radio Technical Planning Board in the United States will be basic, but usage of AM, FM and Television bands as they cover the Canadian picture will be subjects of future study.
“HEDDA HOPPER’S HOLLYWOOD”
ARMOUR & CO. MON. EVE. (CBS)
COLUMN DISTRIBUTED BY CHICAGO TRIBUNE — NEW YORK NEWS SYN.
The Defense Communications Board was created by Executive Order of the President on September 24, 1940, under authority of the Communications Act of 1934 (48 Stat. 1064), as amended. On June 15, 1942 a subsequent executive order changed the name of the Defense Communications Board to the Board of War Communications.

MEMBERS
Chairman
PAUL A. PORTER
Chairman of the Federal Communications Commission
REAR ADmirAL JOSEPH R. REDMAN
Director of Naval Communications
MAJOR GENERAL HARRY C. INGLES
Chief Signal Officer of the Army
HON. WILLIAM L. CLAYTON
Assistant Secretary of State in Charge of the Office of Transportation and Communications

Secretary
HON. HERBERT E. GASTON
Assistant Secretary of the Treasury in Charge of Treasury Enforcement Activities

Assistant Secretary
CAPTAIN E. M. WEBSTER
Chief of Communications
U. S. Coast Guard

ALTERNATES
E. K. JETT
Federal Communications Commission
MAJOR GENERAL FRANK E. STONER
Chief, Army Communications Branch
CAPTAIN JOHN V. MURPHY
Deputy Director of Naval Communications
FRANCIS C. DE WOLF
Tele Communications Division of Department of State
CAPTAIN E. M. WEBSTER
Chief of Communications of the U. S. Coast Guard

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

Chairman
E. K. JETT
Federal Communications Commission
HARVEY B. OTTERMAN
Department of State

COL WESLEY T. GUEST
War Department
COMDR. FRANZ O. WILLENBUCHER
Navy Department
CAPT. E. M. WEBSTER
U. S. Coast Guard
THE ANDREWS SISTERS

La Verne  Patty  Maxene

"The Andrews Sisters Show"
Sundays, 4:30 P.M., E.W.T.
BLUE NETWORK

Personal Management: LOU LEVY, RKO Bldg., New York City
COMMITTEES OF THE BOARD OF WAR COMMUNICATIONS

LAW COMMITTEE

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

Chairman
CHARLES R. DENNY
General Counsel, Federal Communications Commission
COL. CONRAD E. SNOW
War Department

LT. COMDR. ERNEST R. FEIDLER,
Treasury Department
CAPT. FRANZ O. WILLENBUCHER
Navy Department
RAYMOND T. YINGLING
State Department

LABOR ADVISORY COMMITTEE

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

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

INDUSTRY ADVISORY COMMITTEE

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

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

Chairman: Walter S. Gifford Secretary: Dr. C. B. Jolliffe
JEAN HERSHOLT
8th YEAR
"Dr. Christian"
SPONSORED BY VASELINE
CBS, WEDNESDAY, 8:30 P.M.
## AVIATION COMMUNICATIONS COMMITTEE

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

**Chairman:** R. O. Smith

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<td>Joseph Pierson</td>
<td>(All America Cables and Radio, Inc.)</td>
</tr>
<tr>
<td>David Sarnoff</td>
<td>D. K. De Neuf</td>
</tr>
<tr>
<td>R. V. Howley</td>
<td>Dr. C. B. Jolliffe</td>
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<tr>
<td>R. A. Phillips</td>
<td>Clyde S. Bailey</td>
</tr>
<tr>
<td>A. N. Williams</td>
<td>E. R. Shute</td>
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</table>

<table>
<thead>
<tr>
<th>Representative</th>
<th>Alternate</th>
</tr>
</thead>
<tbody>
<tr>
<td>R. O. Smith</td>
<td>M. H. McFarlen</td>
</tr>
<tr>
<td>W. A. Schrader</td>
<td>F. A. Cowan</td>
</tr>
<tr>
<td>Charles H. Helms</td>
<td>Eugene Sibley</td>
</tr>
</tbody>
</table>

## DOMESTIC BROADCASTING COMMITTEE

The duties of this Committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experi-
Sincere thanks to the 1051 Newspapermen and women who voted "BREAKFAST CLUB" Favorite Daytime Variety Program in Radio Daily's 1944 "All-American Radio Program" Poll.

Don McNeill

BREAKFAST CLUB
Monday to Saturday, Incl.

BLUE NETWORK
Chicago, 8 to 9 A.M., C.W.T.
mental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services asssociated therewith, with the requirements of the national defense as a primary consideration.

Chairman: Neville Miller* Secretary: A. D. Ring

Organizations
American Federation of Labor........Lawson Wimberly
American Telephone and
Telegraph Company...............G. L. Best
Blue Network, The...............K. H. Berkeley
Broadcasters Victory Council........John Shepard III
Columbia Broadcasting System.
Inc..................................Earl H. Gammons
Congress of Industrial
Organizations
Faesimile, Inc.....................John V. L. Hogan
Federal Communications
Commission........................George P. Adair
FM Broadcasters, Inc..............Walter J. Damm
Finch Telecommunications
Mutual Broadcasting System, Inc.
National Association of
Broadcasters........................Neville Miller*
National Assn. of Broadcast Engi-
ners.................................J. H. Brown
National Broadcasting Company........Frank M. Russell
National Federation of
Telephone Workers..................John J. Moran
National Independent
Broadcasters.........................Harold A. Lafount
National Television System Com-
mittee of the RMA Engineer-
ing Department....................W. R. G. Baker
Office of War Information
State Department....................Harvey Otterman
U. S. Independent Telephone
Association........................Louis Pitcher
War Department
War Production Board..............F. H. McIntosh
Western Union Telegraph
Company.............................H. P. Corwith

INTERDEPARTMENT RADIO ADVISORY COMMITTEE

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

Chairman: Comdr. Paul D. Miles
Vice-Chairman: Capt. E. M. Webster
Secretary: M. H. Woodward Assistant Secretary: L. R. Brady

Organizations
Department of Agriculture.........E. W. Loveridge
Department of Commerce...........Dr. J. H. Dellinger
Federal Communications
Commission.........................T. A. M. Craven
Sometimes the hard way is the easiest—if you go at it right.

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

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting’s quarter-century...a lineup of practical know-how outstanding in the entire field of commercial radio.
This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquarterd in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern...with the listener—the family on the receiving end of radio—foremost in our planning at all times.

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

MUTUAL BROADCASTING SYSTEM
TOM BRENEMAN

BREAKFAST IN HOLLYWOOD

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

Chairman: Walter C. Evans  Secretary: P. F. Siling

**INTERNATIONAL BROADCASTING COMMITTEE**
Hallmark Greeting Cards

Charlotte Greenwood
time of military emergency, giving due consideration to the needs of other
governmental agencies, of industry, and of other civilian activities.

Chairman: Capt. E. M. Webster  Secretary: F. M. Ryan
American Federation of Labor ... Andrew McDonald  David D. Barry
American Merchant Marine
Institute, Inc.  R. J. Baker
Organization  Representative
American Telephone and
Telegraph Company  W. G. Thompson  F. M. Ryan
Association of Edison
Illuminating Companies  G. G. Langdon
Congress of Industrial
Organizations  H. C. Taylor  W. P. Paschel
Department of Commerce  Dr. J. H. Dellingar  L. H. Simson
Edison Electric Institute  H. E. Kent
Federal Communications
Commission  William N. Krebs  J. A. Russ
Globe Wireless, Ltd.  Jack Kaufman  R. W. Bunce
Lake Carriers' Association  Gilbert R. Johnson  C. M. Jansky, Jr.
Lorain County Radio Corporation  Herman E. Hageman  Frank C. Dunbar
Mackay Radio and Telegraph
Company  Haraden Pratt  L. Spangenberg
Maritime Commission  D. S. Brierley  J. T. Welsh
Mutual Telephone Company  W. I. Harrington  Alvah A. Scott
National Federation of
Telephone Workers  John J. Moran
Navy Department  M. W. Arps  D. K. DeNeuf, V. P.
Press Wireless, Inc.  Joseph Pierson
Radiomarine Corporation
of America  Chas. J. Pannill  Arthur J. Costigan.
R.C.A. Communications, Inc.  Wm. A. Winterbottom  William H. Taylor
South Porto Rico Sugar Company  T. J. Phillips
Tropical Radio Telegraph
Company  R. V. Howley  C. C. Harris
U. S. Coast Guard  Capt. E. M. Webster  Lt. Comdr. C. H. Peterson
U. S.-Liberia Radio Corporation  Byron H. Larabee
War Department  Col. Wesley T. Guest  Maj. Orla St. Clair

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

Chairman: William N. Krebs  Secretary: Herbert A. Friede
Organization  Representative
American Radio Relay League  George W. Bailey
Federal Communications
Commission  William N. Krebs
International Association of
Chiefs of Police  Capt. Donald S. Leonard
International Association of
Fire Chiefs and International
Association of Fire Fighters  Herbert A. Friede
National Bureau of Standards  Alvin C. Hutton
Office of War Information
War Department  Capt. Nelson Harton
Signal Corps
TALENT CASTING LIST

- PATRICIA BELL
  (LEx. 2-1100)

- SHIRLEY BLANC
  (LEx. 2-1100)

- BURT BOYER
  (LEx. 2-1100)

- PATSY CAMPBELL
  (LEx. 2-1100)

- MARY CONWELL
  (Clr. 6-3082)

- BARBARA FULLER
  (LAc. 4-1200)

- DORIS (DORTHEA) GRUNDY
  (LEx. 2-11000)

- AMZIE STRICKLAND
  (LEx. 2-1100)

BEN PRATT

Talent Promotion

Personal Publicity

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

Cl. 6-3082
PRIORITIES LIAISON COMMITTEE

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

Chairman: Lt. Comdr. R. H. Griffin

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

PRIORITIES REPRESENTATIVES

Amateur Radio Committee
George W. Bailey, Chairman
The American Radio League

Cable Committee
C. Mills, Chairman Benedict P. Cottone, Secretary

Domestic Broadcasting Committee
Dr. W. R. G. Baker, National Television System Committee of the RMA Engineering Department
R. J. Rockwell, The Crosley Corporation

International Broadcasting Committee
R. J. Rockwell, The Crosley Corporation

Radiocommunications Committee
Arthur J. Costigan, Radiomarine Corp. of America

State and Municipal Facilities Committee
Captain Donald S. Leonard, Chairman G. E. Nielsen, Secretary

Telegraph Committee
E. R. Shute, Chairman. The Western Union Telegraph Co.

Telephone Committee
Z. Z. Hugus, Chairman Clyde S. Bailey, Secretary

Communications Liaison Committee for Civilian Defense
Herbert A. Friede, International Assn. of Fire Chiefs

United States Government Facilities
Lt. Col. A. G. Simson, Chairman
Lt. George F. Putnam, U.S.M.C.R.

now serving with the
American Armed Forces
Radio Daily

Is happy to present

the

"All American Radio Program of 1944"

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

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

FIVE YEARS FOR THE SAME SPONSOR

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

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

James Parks
Exclusive Radio Representative

Louis G. Cowan & Company
Creator and Owner
ALL-AMERICAN WINNERS
IN RADIO DAILY'S
1944 CERTIFIED POLL

Commercial Program

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

Entertainer

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

Symphonic Conductor

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

Dance Band (Sweet)

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

(Dance Band (Swing)

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

Male Vocalist (Classical)

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

Male Vocalist (Popular)

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

Feminine Vocalist (Classical)

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

Feminine Vocalist (Popular)

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

Symphonic Program

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

Comedian

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

News Commentator

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

Dramatic Series

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

Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc.; Sundays 8:30-9 p.m., EWT, on NBC network. Agency: Kenyon & Eckhardt, Inc.
Vox Pop
Parks Johnson and Warren Hull
(Since '32)

CBS Network Mondays for
BROMO SELTZER

Address: 8-3 Tuscan Court, Great Neck, N. Y.
ALL-AMERICAN WINNERS
IN RADIO DAILY'S 1944 POLL

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

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

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

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

Daytime Variety Show

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

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

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

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

Star Of Tomorrow (Female)
JO STAFFORD. Appeared as vocalist during 1944 on Johnny Mercer Song Shop for Liggett & Myers Tobacco Co. on NBC network.

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

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

Song Of 1944
I'LL WALK ALONE. Published by Mayfair Music Corp. Music by Jule Styne; words by Sammy Cahn. Introduced in the motion picture "Follow the Boys."

Composition Of 1944
HOLIDAY FOR STRINGS. Published by Bregman, Vocco & Conn. Music by David Rose; lyric by Sammy Gallop.
ROY ROGERS
"King of the Cowboys"

Under Contract to REPUBLIC PICTURES

Exclusive Management ART RUSH, INC.
Results of Radio Daily’s 1944 Certified Poll

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

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

Favorite Symphonic Conductor
Arturo Toscanini ......................................... 273
Serge Koussevitzky ........................................ 99
Andre Kostelanetz ......................................... 61
Leopold Stokowski ......................................... 50
Artur Rodzinski .......................................... 38

Favorite Sports Commentator
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Ted Husing .................................................... 145
Red Barber .................................................... 37
Harry Wismer ................................................ 24
Stan Lomax .................................................... 18

Favorite Dramatic Series
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One Man’s Family ........................................... 21
Suspense ....................................................... 19
Cavalcade of America ..................................... 18

Favorite Woman Commentator
Dorothy Thompson ......................................... 275
Kate Smith .................................................... 27
Lisa Sergio .................................................... 20
Mary Margaret McBride .................................. 10
Hedda Hopper ................................................ 4
Adelaide Hawley ............................................ 10
Sheila Carter ................................................ 10

Favorite Educational Series
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Chicago Round Table ..................................... 95
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Cavalcade of America ...................................... 29

Favorite News Commentator
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Raymond G. Swing ........................................ 131
H. V. Kaltenborn .......................................... 159
Gabriel Heatter ............................................ 50
Walter Winchell ........................................... 47
Fulton Lewis, Jr. ........................................... 47

Favorite Musical Composition of 1944
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Oklahoma ....................................................... 19
Warsaw Concerto ............................................ 18
Beethoven Festival ........................................... 18
Black Brown & Beige (tie) ................................. 3
Blue Topia ..................................................... 10

Favorite Comedy Team
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Abbott & Costello ........................................... 82
Edgar Bergen-McCarthy ................................... 61
Garry Moore & Jimmy Durante ............................ 56

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Gracie Fields ............................................... 71
Molly McGee (Marion Jordan) ............................ 47

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Breakfast at Sardi’s ........................................ 76
Club Matinee ................................................... 13
Mirth and Madness ......................................... 8
Glamor Manor .............................................. 16

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Quiz Kids ..................................................... 63
The Lone Ranger .......................................... 40
The Children’s Hour ...................................... 20
Superman ..................................................... 18

Favorite Song Hit of 1944
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I’ll Be Seeing You ......................................... 71
Swinging on a Star ......................................... 51
Trolley Song .................................................. 42
Long Ago and Far Away ................................... 18

Star of Tomorrow (Male)
Alan Young .................................................. 25
Andy Russell .................................................. 19
Larry Stevens ............................................... 16
Dick Haymes ................................................ 15
Perry Como ................................................... 14
# Results of Radio Daily's
## 1944 Certified Poll

### Favorite Male Vocalist (Popular)

<table>
<thead>
<tr>
<th>Artist</th>
<th>Votes</th>
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</thead>
<tbody>
<tr>
<td>Bing Crosby</td>
<td>648</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>49</td>
</tr>
<tr>
<td>Frank Munn</td>
<td>24</td>
</tr>
<tr>
<td>Kenny Baker</td>
<td>18</td>
</tr>
<tr>
<td>Nelson Eddy</td>
<td>13</td>
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### Favorite Popular Singing Unit

<table>
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<tr>
<th>Unit</th>
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<tbody>
<tr>
<td>Fred Waring Glee Club</td>
<td>96</td>
</tr>
<tr>
<td>Ink Spots</td>
<td>92</td>
</tr>
<tr>
<td>Hour Charm Choir</td>
<td>54</td>
</tr>
<tr>
<td>Andrews Sisters</td>
<td>52</td>
</tr>
<tr>
<td>The King's Men</td>
<td>37</td>
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</table>

### Favorite Dance Band (Sweet)

<table>
<thead>
<tr>
<th>Band</th>
<th>Votes</th>
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</thead>
<tbody>
<tr>
<td>Guy Lombardo</td>
<td>288</td>
</tr>
<tr>
<td>Sammy Kaye</td>
<td>56</td>
</tr>
<tr>
<td>Fred Waring</td>
<td>55</td>
</tr>
<tr>
<td>Tommy Dorsey</td>
<td>43</td>
</tr>
<tr>
<td>Wayne King</td>
<td>31</td>
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### Favorite Radio Announcer

<table>
<thead>
<tr>
<th>Announcer</th>
<th>Votes</th>
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<tbody>
<tr>
<td>Don Wilson</td>
<td>111</td>
</tr>
<tr>
<td>Milton Cross</td>
<td>98</td>
</tr>
<tr>
<td>Bill Goodwin</td>
<td></td>
</tr>
<tr>
<td>Harry Von Zell</td>
<td>60</td>
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<tr>
<td>Ben Grauer</td>
<td>54</td>
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</table>

### Favorite Entertainer

<table>
<thead>
<tr>
<th>Entertainer</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope</td>
<td>268</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>95</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>94</td>
</tr>
<tr>
<td>Edgar Bergen</td>
<td>93</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>61</td>
</tr>
</tbody>
</table>

### Favorite Dramatic Serial

<table>
<thead>
<tr>
<th>Serial</th>
<th>Votes</th>
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<tbody>
<tr>
<td>One Man's Family</td>
<td>76</td>
</tr>
<tr>
<td>The Aldrich Family</td>
<td>28</td>
</tr>
<tr>
<td>I Love a Mystery</td>
<td>23</td>
</tr>
<tr>
<td>Those We Love</td>
<td>18</td>
</tr>
<tr>
<td>Mr. District Attorney (tie)</td>
<td>7</td>
</tr>
<tr>
<td>Life Can Be Beautiful (tie)</td>
<td></td>
</tr>
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</table>

### Favorite Dance Band (Swing)

<table>
<thead>
<tr>
<th>Band</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harry James</td>
<td>135</td>
</tr>
<tr>
<td>Tommy Dorsey</td>
<td>86</td>
</tr>
<tr>
<td>Benny Goodman</td>
<td>51</td>
</tr>
<tr>
<td>Kay Kyser</td>
<td>48</td>
</tr>
<tr>
<td>Duke Ellington</td>
<td>40</td>
</tr>
</tbody>
</table>

### Favorite Quiz Show Information Please

<table>
<thead>
<tr>
<th>Show</th>
<th>Votes</th>
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<tbody>
<tr>
<td>Take It or Leave It</td>
<td>152</td>
</tr>
<tr>
<td>The Quiz Kids</td>
<td>104</td>
</tr>
<tr>
<td>Dr. I. Q.</td>
<td>68</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>30</td>
</tr>
</tbody>
</table>

### Favorite Male Vocalist (Classical)

<table>
<thead>
<tr>
<th>Vocalist</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Charles Thomas</td>
<td>225</td>
</tr>
<tr>
<td>Richard Crooks</td>
<td>113</td>
</tr>
<tr>
<td>Nelson Eddy</td>
<td>108</td>
</tr>
<tr>
<td>James Melton</td>
<td>98</td>
</tr>
<tr>
<td>Lauritz Melchior</td>
<td>49</td>
</tr>
</tbody>
</table>

### Favorite Comedian

<table>
<thead>
<tr>
<th>Entertainer</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bop Hope</td>
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<td>Jack Benny</td>
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<td>Fred Allen</td>
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<td>Edgar Bergen</td>
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<td>Ed Gardner</td>
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### Favorite Feminine Vocalist (Classical)

<table>
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<tbody>
<tr>
<td>Lily Pons</td>
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<td>Gladys Swarthout</td>
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<td>Marian Anderson</td>
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<tr>
<td>Jessica Dragonette</td>
<td>43</td>
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<tr>
<td>Jeannette MacDonald</td>
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### Favorite Symphonic Program

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<td>NBC Symphony of the Air</td>
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<td>Boston Symphony</td>
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<td>Philadelphia Orchestra</td>
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<td>Coca-Cola Show (Kostelanets)</td>
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### Favorite Feminine Vocalist (Popular)

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<td>Dinah Shore</td>
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<td>Kate Smith</td>
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<td>Ginny Simms</td>
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<td>Frances Langford</td>
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<td>Hildegarde</td>
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### Stars of Tomorrow (Female)

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<td>Jo Stafford</td>
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<td>Gloria Scott</td>
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<td>Joan Brooks</td>
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<tr>
<td>Patrice Munsel</td>
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<td>Georgia Gibbs</td>
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<tr>
<td>Joan Davis</td>
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96
Nighttime listening in 1077 cities

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

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

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

**NBC leads the next network in “Listened to Most” at night by 128%**

57% of the Radio Families “Listen Most” to NBC

25% of the Radio Families “Listen Most” to Network B

6% of the Radio Families “Listen Most” to Network C

9% of the Radio Families “Listen Most” to Network D
...summing up by cities

NBC leads by nearly 6 to 1

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

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

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

In 14 cities Network D leads all other Networks (total radio families 50,158)
THE end of 1944 seems an excellent time to review the accomplishments of the BBC's European Service, which is the special radio service created at the time of the Munich crisis. As Radio Daily's Annual for 1945, goes to press, many of the countries occupied by the Nazis have been liberated. Amazing stories of the tremendous importance of BBC's European Service may now be revealed. Innumerable sacrifices were required on the part of the hundreds of radio technicians, producers, newsmen and broadcasters to keep the European Service going from England which has been at the front lines of the war.

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

Maximum Resources

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

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

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

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

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

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

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

The "V" Campaign

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

And in December Jean Guigneber, Director General of Radio Diffusion Francaise visited London where he said, "The whole of France was dependent on transmission from the BBC. The enormous majority got from them faith, hope and the certainty of victory. The salvation of an entire people is the most sensational of exploits to radio's credit."
99% of the dollar volume in the industry is represented by BMI licensees...

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

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

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

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

*As of February 1, 1945.

BROADCAST MUSIC, INC.

Los Angeles New York Chicago
As BMI Blankets the Industry with Blanket Licenses

EXTRA SERVICES extended to BMI-affiliated stations . . .

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

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

CONTINUITY SCRIPTS—that build salable programs

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

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

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

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

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

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

PROGRAM SUGGESTIONS—of timely music for seasonal occasions

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

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

BROADCAST MUSIC, INC.

Los Angeles    New York    Chicago
IMPORTANT RADIO
Telephone Numbers
in NEW YORK

Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>City</th>
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National Networks

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Station Representatives

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<tr>
<td>Adam Young, Inc.</td>
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Advertising Agencies

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<td>Advertising &amp; Selling</td>
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</table>
The Billboard Medallion 3-1615
Broadcasting Plaza 5-8355
Metromedia Plaza 7-4900
Printers' Ink Murray 3-6500
Radio Advertising (Rates and Data) Lexington 2-6611
Radio Craft Ector 2-9690

**Radio Daily**
Wisconsin 7-6336

Radio Retailing—Today Plaza 1-3140
Radio TV Weekly Plaza 5-5506
Sales Manager MOhawk 4-1760
Standard Advertising Register Medallion 3-3580
Telesetter, Telephone Longacre 5-1683
Television Longacre 9-7150
Tide Ashland 4-3390
Tune-In Circle 5-8425
Variety Bryant 9-8153

**News Agencies and Associations**
Associated Press Circle 6-4111
International News Service Murray 2-0131
Press Association, Inc. Circle 7-7583
Radio News Association Murray 2-2948
Reporters Circle 6-3960
Transradio Press Service Murray 2-4185
United Press Murray 2-0400

**Talent Agencies**
James Appell Plaza 3-7840
Batchelor Enterprises, Inc. Circle 6-4224
Columbia Concerts Corporation Circle 7-9000
Consolidated Radio Artists, Inc. Circle 5-3380
Frank Cooper Vandenberg 5-6661
Wallace Downey, Inc. Circle 6-6646
Evans & Salter Circle 7-9000
Fanchon & Marco Chickering 4-3956
Frederick Bros. Artists Corp. Circle 6-2144
Moe Gale Longacre 3-0530
General Anusement Corp. Circle 7-7545
William Van Gorden Vandenberg 6-1750
Spencer Hare Murray 2-0523
Hesse & McCaffrey Eldorado 5-1076
Estelle Karn Vandenberg 6-3860
Bob Ker Kendal Circle 5-0031
Mark Leddy Bryant 9-1631
Ben B. Lipset, Inc. Chickering 4-2466
A. & S. Lyons, Inc. Plaza 3-5180
Management Corp. of America Wickersham 2-8900
A. T. Michaud Circle 7-4064
Mills Artists, Inc. Circle 6-1566
William Morris Agency, Inc. Circle 7-2160
Music Corporation of America Wickersham 2-8900
National Concert & Artists Corp. Plaza 3-0620
James Peppe Plaza 3-2836
Myron Silber N.Y. Plaza 7-4000
Stix, Thos. L. Circle 7-2690
Roy Wilson (Wilson, Powell & Hayward) Bryant 9-4961
Stan Zucker Plaza 3-0163

**Program Producers and Transcription and Recording Companies**
Advertisers' Broadcasting Co. Bryant 9-1176
Advertisers Recording Service Circle 6-0141
Air Features, Inc. Wickersham 2-2700
American Institute of Food Products Plaza 3-7146
Arts Recording Studio, Inc. Circle 6-0146
Asch Recording Studios Bryant 9-3137
Associated Music Publishers, Inc. Bryant 9-0345
Associated Radio & Television Production Longacre 5-3710
Associated Authors Circle 7-2740
Asch Productions Murray 2-8877
Broadcasting Program Service Bryant 9-4324
Ted Collins Circle 6-0094
Columbia Circle 7-3000
Decca Records, Inc. Columbus 5-2300
Federal Transcribed Programs, Inc. California 5-7530
Allen & Plummer Radio Productions Mayfair 5-3510
Wm. Gernanet Vandenberg 1-1750
H. S. Goodman Wickersham 2-3338
Kent-Johnson, Inc. Plaza 3-7542
Kermil-Rayner Circle 6-5531
Lang-Work Feature Programs Plaza 6-7410
Phillips H. Lord, Inc. Wickersham 2-2211
Management Corp. of America Wickersham 2-8900

Charles Michelson Murray Hill 2-3376
Miller Broadcasting System, Inc. Circle 6-0141
C. D. Morley & Associates Circle 6-0404
Muzak Transcriptions, Inc. Bryant 9-1246
NBC Radio-Recording Division Circle 7-5700
Chanty Murray 3-8916
Lilian Okun, Inc. M Trafalgar 7-8196
Donald Peterson Wisconsin 7-0069
Radio Events, Inc. Murray Hill 3-6487
RCA Manufacturing Co. Ashland 4-7605
Reeves Sound and Entertainment Eldorado 5-8160
Rockhill Radio Productions Eldorado 5-8600
Bernard L. Schubert, Inc. Plaza 3-4670
Henry Souvaine, Inc. Circle 6-1666
Standard Radio Bryant 9-4324
Transwestern Broadcasting & Television Corp. Plaza 5-9800
Transcriptions, Inc. Longacre 3-3404
Tip Productions Columbus 5-3737
Thomas Valerario Circle 6-4675
Victor Recording Laboratory Murray Hill 4-6200
Roger White Murray Hill 2-0295
Walt Associates Plaza 5-7620
World Broadcasting System Wickersham 2-2100
F. W. Ziv, Inc. Plaza 3-9612

**Organizations, Unions and Government Agencies**
Actors Equity Bryant 9-3550
Advertising Club California 3-1010
Advertising Federation of America Bryant 9-0430
AAAA Lexington 2-7980
American Communications Assn. Cortlandt 3-3947
American Federation of Musicians Plaza 6-6000
American Federation of Radio Artists Vanderbilt 6-1810
Army U. S. Information Service WOrth 2-1882
ASCAP Columbus 5-7464
American Television Society California 5-7430
ANA Murray Hill 5-9167
Broadcasting Music, Inc. Pennsylvania 6-5400
Coordinating Council of Inter-American Affairs California 5-3939
Federal Communications Comm. Canal 6-4000
Federal Trade Commission Whitehall 3-8000
Institute of Radio Engineers Murray Hill 5-6561
Music Publishers' Protective Association Circle 6-3084
NAB—New York City Murray Hill 2-1963
NAPA Circle 7-8194
National Labor Relations Board Hanover 2-4174
National War Labor Board Murray Hill 2-5820
OWI Domestic Radio Bureau Murray Hill 3-6800
OWI Overseas Circle 6-4040
Professional Men's Club Circle 8-7762
Radio Writers Guild Murray Hill 5-6930
SESAC Murray Hill 3-5365
Song Writers' Protective Association Columbus 3-7575
Television Broadcasters Association 2-1499
U. S. Navy, Radio Section Bryant 9-1710
War Manpower Comm. Chickering 4-8800
Women's National Radio Committee Circle 7-4108
Writers' War Board Murray Hill 3-6000

**Hotels**
Algonquin Murray Hill 2-0100
Ambassador Wickersham 2-1000
Astor Circle 6-6000
Biltmore Murray Hill 9-7920
Commodore Murray Hill 6-5000
Edison Circle 6-5000
Lincoln Circle 6-4500
Lombardy Plaza 3-8600
New Yorker Medallion 3-1000
New Weston Plaza 3-4600
Park Central Circle 7-8000
Pennsylvania Pennsylvania 6-5000
Plaza Plaza 3-1745
Ritz Carlton Plaza 3-4600
Ritz Tower Wickersham 2-5000
Roosevelt Medallion 3-1000
St. Moritz Wickersham 2-5800
St. Regis Plaza 3-4500
Savoy Plaza Volunteer 5-2600
Sherry Netherland Volunteer 5-2600
Vanderbilt Ashland 4-1000
Waldorf-Astoria Eldorado 5-3000
Warwick Circle 7-2700
IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN
Washington, D.C.

Federal Departments and Agencies

White House ........................................ National 1141
State Department .................................. Republican 5600
Treasury Department .............................. Executive 6400
War Department .................................... Executive 6700
Justice Department ................................ Republican 8200
Post Office Department ........................... District 5360
Navy Department .................................... Republican 7400
Interior Department ................................
(Office of Education) ............................... Republican 1820
Agriculture Department ............................ Executive 4142
Commerce Department ............................. District 2200
Labor Department ................................... Executive 2420
Federal Trade Commission ........................ Executive 6800
FEDERAL COMMUNICATIONS
COMMISSION ......................................... Executive 3620
Selective Service Board ............................ Republican 5500
War Manpower Commission ....................... Executive 4660
War Production Board ............................... Republican 7500
War Labor Board .................................... Republican 7500
War Savings Staff, Radio Section ................ Executive 6400
Foreign Economic Administration ................ Executive 7030
Securities & Exchange Commission .............. District 3683
National Labor Relations Board ................ Republican 9716
Wage & Hour Administration ..................... Executive 2420
Social Security Board .............................. Executive 6500
Supreme Court of the U.S. ........................ Executive 1640
D. C. Court of Appeals ............................. Republican 3811
Coordinator of Inter-American Affairs .......... Republican 7500
U. S. District Court (for D. C.) .................. District 2854
Capitol (Senate and House) ....................... National 3120
Radio Script & Transcription Unit ................
Extension 2225, .................................... Republican 1820
Bureau of Census ................................... District 2200
Office of Comptroller, (H. F. Felts) ............. Executive 3800
Office of Emergency Management ............... Republican 7500
Office of Civilian Defense ......................... Republican 7500
Office of Price Administration .................. Republican 7500
Office of War Information ......................... Republican 7500

Non-Governmental

American Radio Cross ............................. Republican 8300
Clear Channel Group .............................. Republican 3306
FM Broadcasters, Inc. ............................ National 1199
National Association of Broadcasters .......... National 2080
National Press Association ....................... Republican 2600
Radio Correspondents' Gallery .................. National 3120

Radio Stations

WINX .................................................. Republican 8000
WJZV .................................................. Metropolitan 3200
WMAL .................................................. National 5400
WOL .................................................. Metropolitan 0000
WRC .................................................. Republican 4000
WWDC .................................................. National 7203

Hotels

Carleton Hotel ..................................... Metropolitan 2626
Mayflower Hotel .................................... District 3000
Raleigh Hotel ....................................... National 3810
Shoreham Hotel ..................................... Adams 0700
Statler Hotel ....................................... Executive 1000
Warman Park Hotel ................................ Columbia 2000
Willard Hotel ....................................... National 4420

News Services

Associated Press ................................... District 1500
International News Service ....................... National 1178
Transradio Press ................................... Executive 3430

Railway Terminals

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

Railway Terminals

American Federation of Radio Artists ......... Hillside 5212
Berg-Allenberg ..................................... Restview 6-3151
Myrt Blum Associates ............................. Restview 6-7071
Consolidated Radio Service ....................... Gladstone 1929
Everett N. Crooby, Ltd. .......................... Restview 6-4194
Ken Dolan & Co. .................................. Restview 6-1985
Margaret Ettinger ................................ Hillside 2141
Feldman-Blum ..................................... Restview 6-5222
Tom Fink, Inc. ....................................... Hollywood 5611
Earle Ferris Associates ............................ Hollywood 7111
George Frank, Inc. ................................ Hillside 3188
General Amusement Corp. ....................... Restview 6-1801
Nat Goldstein ....................................... Restview 6-1601
George Gruskin ..................................... Restview 6-1601
Mitchell Hamilburg ............................... Brighton 0-4546
Hayward-Deverich, Inc. ........................... Restview 6-5151
M. C. Lewis ......................................... Gladstone 3115
A. & S. Lyons, Inc. ............................... Restview 6-1631
Morris Agency, William .......................... Restview 6-1616
MCA Artisans, Ltd. ............................... Restview 6-2001
National Conc. of Artisans ....................... Restview 6-1211
Orsatti Agency .................................... Restview 6-1008
Art Rush ............................................. Restview 6-2165
Salkin, Inc. ......................................... Hollywood 5611
James Saphier ...................................... Hollywood 7211
Myron Selznick & Co., Inc. ..................... Restview 9-1971
Edward Sherman Agency ........................ Restview 5-0186

Publications

Broadcasting & Broadcast Advertising ......... Gladstone 7353

RADIO DAILY ........................................ Granite 6607
Radio Life ......................................... Hempstead 2025
Variety ............................................. Hollywood 1141

Air Lines

American Airlines ... Tuckers 2471
Pan American Airways ............................ Michigan 2121
TWA .................................................. Michigan 8881
United Air Lines .................................. Madison 1212
Western Air Lines .................................. Tuckers 1551

Sport Arenas

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

Railway Terminals

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

Hotels

Ambassador Hotel .................................. Delaware 7011
Beverly Hills Hotel ................................ Restview 6-8131
Beverly-Wilshire Hotel ......................... Restview 6-7111
Biltmore Hotel .................................... Hollywood 1211
Christie Hotel ..................................... Hollywood 2241
Garden of Allah Hotel ............................ Hollywood 3581
Hollywood Hotel .................................. Hollywood 4181
Hollywood Kid's Club ......................... Hollywood 8171
Hollywood Plaza Hotel ......................... Gladstone 1131
Ravenswood Apt. Hotel .......................... Hollywood 5391
Roosevelt Hotel .................................. Hollywood 2441
The Town House .................................. Exposition 1224

103
A. & S. LYONS INC.
Managers of Distinguished Artists

15 YEARS
OF
RADIO LEADERSHIP

New York
HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY

Beverly Hills
FRANK HEaley
WYNN ROCAMORA
MARGARET KENT

New York
515 Madison Ave.

Beverly Hills
356 No. Camden Drive
IMPORTANT RADIO Telephone Numbers in CHICAGO

Radio Stations

KSTP (Chicago office) ............... SUPerior 8659
WAAF ....................................... RANDolph 1932
WAIT ....................................... FRanklin 0656
WBBM ....................................... WHITEhall 6000
WCAU (Chicago office) ............... SUPerior 5072
WCED ....................................... SEEly 8066
WCFL ....................................... SUPerior 9866
WCRW ....................................... LINcoln 2188
WEDC ....................................... CRAford 4100
WENR ....................................... DELaware 1900
WGN ......................................... DELaware 8600
WGN ......................................... SUPerior 0100
WHFC ....................................... LAWndale 8228
WIND (Chicago office) ............... DEArborn 8600
WJJD ....................................... STate 5466
WLS ......................................... MONroe 9700
WLS (Chicago office) ............... STate 5466
WMAQ ....................................... SUPerior 8300
WMBI ....................................... MIChigan 1570
WMCA (Chicago office) ............... SUPerior 5072
WOR (Chicago office) ............... SUPerior 5110
WBSC ....................................... SEEly 8066
WSIC ....................................... STate 1357

National Networks

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

Station Representatives

John Blair & Co. ....................... SUPerior 8659
The Branhm Co. ......................... CENTral 5726
Burn-Smith Co. ......................... CENTral 4437
Capper Publications .................. CENTral 5977
Cox & Chicago ......................... FRanklin 2095
The Foreman Co. ....................... FRanklin 2359
Free & Peters .......................... FRanklin 6373
Headley-Reed Co. ...................... FRanklin 4686
George P. Holtinger ................... STate 2386
Hal Holman Agency .................... FRanklin 0016
The Katz Agency ....................... CENTral 4006
Joseph Hershey McGillvra ............ SUPerior 3444
J. P. McKinney & Son .................. SUPerior 8300
National Broadcasting Co. .......... SUPerior 8300
John E. Pearson Co. ................. FRanklin 2359
John H. Perry Associates ............. HARrison 8085
Edward Petry & Co. .................... DEArborn 8600
Radio Sales ............................ WHITEhall 6000
Radio Advertising Corp. ............. CENTral 1743
William G. Rambeau Co. .............. ANDover 5566
Paul H. Raynor Co. .................... ANDover 4473
Reynolds-Fitzgerald, Inc. ........... STate 4294
Sears & Ayer .......................... SUPERior 8177
Spot Sales, Inc. ....................... FRanklin 8520
The Walker Co. ......................... STate 5262
Weed & Co. .............................. RANDolph 7730
Howard H. Wilson Co. ............... CENTral 8744

Advertising Agencies

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

Buchanan & Co. ...................... DELaware 5522
Leo Burnett Co. ....................... CENTral 5959
Campbell-Ewald Co. .................. CENTral 1946
The Caples Co. ........................ DELaware 6016
Crichtfield & Co. ..................... CENTral 3061
Doremus & Co. ......................... CENTral 9132
Sherman K. Ellis & Co. .............. HARrison 8612
Erwin, Sasey & Co., Ltd. ........... RANDolph 4952
Albert Frank-Guenther Law, Inc. ... DEArborn 8910
Foote, Cone & Belding ............... SUPerior 4800
Goodkind, Joice & Morgan .......... SUPerior 6747
Grant Advertising, Inc. ............. SUPerior 9052
Henri, Hurst, Marquette, Inc. ...... SUPerior 3000
H. W. Kastor Advertising Co. ....... CENTral 5331
W. E. Long Co. ......................... RANDolph 4606
McFarland, Aveyard & Co. .......... RANDolph 9360
Maxon, Ingersoll ........................ DELaware 3516
McCann-Erickson, Inc. ............... WEBster 3701
MclJunkin Advertising Co. ......... STate 5060
C. L. Miller Co. ........................ CENTRAL 1640
Mitchell-Faust Advertising Co. .... STate 6610
Needham, Louis & Broby ............ STate 5151
Presba, Fellers & Presba .......... STate 7683
L. W. Ramsey Co. ...................... FRanklin 8155
Roche, Williams & Rambo .......... STate 8900
Ruthrauff & Ryan, Inc. ............. FRanklin 0485
Schwimmer & Scott .................. DEArborn 1815
Russell M. Seeds Co. ................ DELaware 1045
Sherman-Peele-Maguette, Inc. .... STate 8030
J. Walter Thompson Co. ............ STate 7369
Weston-Barnett ....................... WHITEhall 7125
Young & Publicam, Inc. ............ CENTral 7389

Program Producers and Transcription and Recording Companies

Chicago Recording Co. ............... CENTral 5275
Columbia Recording Corp. .......... WHITEhall 6000
Decca Records, Inc ................... DELaware 8300
Estelle Lutz Artists' Bureau .......... HARrison 3433
William Morris Agency, Inc. ....... STate 3632
Music Corporation of America ...... DELaware 1100
NBC Radio Recording Division ...... SUPerior 8300
James Parks Co. ....................... CENTral 7980
RCA Manufacturing Co. ............. WHITEhall 4600
Radio Recording Studies ............ WHITEhall 4600
Standard Radio, Inc. ............... STate 3153
Carl Woster & Co. ..................... RANDolph 0922
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 5811
Transradio Press Service ........... STate 7904
United Press .......................... RANDolph 3666

Organizations and Unions

American Federation of Musicians .... STate 0063
American Federation of Radio Artists .. SUPerior 6517
Ascap .................................. STate 8280
Association For Education By Radio .. DEArborn 7801
Radio Council ......................... DEArborn 7801
It's Nice to Be With You Gracie

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

Established 1898
WILLIAM MORRIS AGENCY INC.
NEW YORK  CHICAGO  HOLLYWOOD

Televized Spots Next!
WHY TRANSCRIPTIONS MAKE GOOD

By Willis B. Parsons
Asst. Sales Mgr., NBC Radio-Recording Division, New York

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

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

Advertiser's Viewpoint

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

The advertiser with a healthy budget can go as far as he wants in building a transcribed show tailor-made to his own specifications. But what about the local or regional advertiser who must make every radio advertising dollar do double duty? He's up against tough competition from the big network shows and the elaborate programs produced locally by many of the larger stations. The syndicated recorded program is the answer to his budget problem. Produced in talent centers such as New York, Chicago and Hollywood, these transcribed shows are frequently written by the same authors, cast with the same talent, produced by the same directors who are responsible for many of the networks' leading programs—but, because their cost is shared by a number of advertisers, they are well within the means of limited budget advertisers.

Syndicated Programs

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

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

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

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

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

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

National Concert and Artists Corporation
NEW YORK  CHICAGO  SAN FRANCISCO  HOLLYWOOD
THIS is the third revision of the Code of Wartime Practices for American Broadcasters.

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

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

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

I. NEWS BROADCASTS AND COMMENTARIES

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

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

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

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

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

Note: Special events reporters, covering sports or any outdoor assignments (fires, flood, storms, etc.), are cautioned especially against mention of wind directions.
Along about 1908 or 1909 (or maybe it was 1926) there was a baby born with a silver stop watch in its little kisser, tousled grey hair and an ulcer. Also, this Job had eleven fingers!

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

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

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

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

And what do you think happened?

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

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

FREDERICK BROTHERS
AGENCY, INC.

— R A D I O P R O D U C T I O N —

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

CHICAGO
75 EAST WACKER DRIVE
STATE 0003

HOLLYWOOD
8584 SUNSET BLVD.
CRESTVIEW 1-6244
(b) **ARMED FORCES.**—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

Location.

Identity.

Exact Composition.

Equipment.

Strength.

Destination.

Routes.

Schedules.

Assembly for Embarkation.

Prospective Embarkation.

Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

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

**Exceptions:** (1) **ARMED FORCES IN THE UNITED STATES:** Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

(2) **ARMED FORCES OUTSIDE THE UNITED STATES:**

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

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

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

Identity.

Location.

Port of Arrival.

Time of Arrival.

Prospect of Arrival.

Port of Departure.

Ports of Call.

Nature of Cargoes.

Assembly.

Personnel.

Enemy naval or merchant vessels in any waters, their

Type.

Identity.

Location.

 Movements.

Secret information or instructions about sea defenses, such as—

Buoyes, lights and other guides to navigators.

Mine fields and other harbor defenses.

Ship in construction—

 Type.

 Number.

 Size.

 Location.

 Advance information on dates of launchings, commissionings.

 Physical description, technical details of shipyards.

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

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

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

Docks.

Railroads.

Airfields.

Public utilities.

Industrial plants engaged in war work.

Counter-measures or plans of defense.

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

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

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters is the commanding officer of the district in which the action occurs, or Naval Office of Public Relations, Washington.

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

Singing Star of

"Chesterfield Supper Club"

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

NBC

Under Contract to 20th Century-Fox Films

Victor Recording Artist

GENERAL AMUSEMENT CORPORATION
Fortifications.
Docks.
Railroads.
Ships.
Airfields.
Public utilities.
Industrial plants engaged in war
work.

All other military objectives.

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

Mention of any raid in the continental
United States during its course, except
on appropriate authority of the design-
nated representatives of the Defense Com-
mander in whose area the raid occurs or
the War Department in Washington.

News which plays up horror or sensa-
tionalism; deals with or refers to un-
confirmed reports or versions; refers to
exact routes taken by enemy planes, or
describes countermeasures of defense,
such as troop mobilization or movements,
or the number and location of antiair-
craft guns or searchlights in action.

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

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

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

In case of a protracted enemy attack
on the continental United States, neces-
sitating military declaration of a com-
batt zone, censorship within such an area
would, of necessity, be by military au-
 thority. Accrediting of news gatherers
for such a zone will be as in any other
combat area. In the case of such an at-
tack and declaration of a military zone of
combat, the requests in this Code remain
applicable to broadcast operations out-
side the declared area.

(h) PLANES—
Air Units.—Military air units of the
United States and the United Nations
as to—
Disposition.
Missions.
Movements.
New characteristics.
Strength.

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

(i) FORTIFICATIONS AND AIR INSTAL-
LATIONS.—Location and description of forti-
fications, including—
Coast Defense Emplacements.
Anti-aircraft guns and other air de-
 fense installations.
Defense Installation details of pub-
lit airports used for military pur-
poses.
Camouflaged objects.
Location of specially constructed
bomb shelters.
Information concerning installations
for military purposes outside the U. S.

(j) SABOTAGE.—Specifications (includ-
ing information on bottlenecks) which
saboteurs could use to damage military
objectives. No mention of sabotage should
be made except on appropriate authority
of the military agency concerned or the
Department of Justice.

(k) PRODUCTION. (see also SABOTAGE)
—New or secret Allied military weapons,
identity and location of plants making
them, designs or rate of production or
consumption of any specific type of war
material, formulas or experiments con-
ected with war production.

Information on imports, exports or
Government stock piles of critical or stra-
tegic materials such as tin, natural rub-
er, uranium, chromium, tantalum, man-
 ganese, quinine, tungsten and high-octane
gasoline.
TED STEELE
and his Orchestra
"CHESTERFIELD SUPPER CLUB"
Monday thru Friday, 7:00-7:15 P.M., E.W.T.
NBC
Transportation—Movement or transportation of war materiel.

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

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

m) War Prisoners, Internees, Civilian Prisoners.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage or sabotage.

Note: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry, please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

n) Military Intelligence.—Information concerning war intelligence, or the operations, methods, or equipment of counter-intelligence of the United States or its allies or the enemy.

Information concerning secret detection devices.

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

(o) War News Coming Into the United States.—War information originating outside United States territory may be broadcast if its origin is made plain.

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

p) General.—Casualties. Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans or diplomatic negotiations or conversations which concern military operations.

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

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

II. Programs

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

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

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter
THE JACK KIRKWOOD SHOW

LILLIAN LEIGH
Character Comedienne

BILL GREY
Character Comic

JEANNE McKEON
Soprano

JIMMY WALLINGTON
Announcer

JACK HILL
Producer-Director

IRVING MILLER
Musical Director

DON REID
Tenor

MARYELLYN MANDER
Ingenue

JACK KIRKWOOD

Writers
Margaret Wilkins
Ned Cronk
Henry Tobias
Crowell Beech
Don Reid

Sponsored by IVORY SOAP AND OXYDOL
C.B.S. Monday Thru Friday
7 p.m. East — 10 p.m. Central — 8 p.m. West
qualified. Such service announcements would include information relating to—

Lost pets.
“Swap” ads.
Mass meetings.
Personal messages.
Club meetings.
Club programs, etc.
Vital statistics.

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

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

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

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

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

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

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

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

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

(c) Forums and Interviews.—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (L) of Section 1.)

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

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

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

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

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

III. FOREIGN LANGUAGE BROADCASTS

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

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

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

(d) Submission of Scripts.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

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

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

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

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

The Office of Censorship, Byron Price, Director.

December 1, 1943.
Between December 7, 1941 and December 7, 1944 there passed 1096 days.

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

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

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

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.
Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

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

The Roll Call of CBS War Advertisers:

Admiral Corporation
Allegheny-Ludlum Steel Corp.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Company
F. Ballantine & Sons
Ballard & Ballard Co.
Bank of America National Trust & Savings Association
Barbasol Company
Herman Basch & Company
Bekins Van & Storage Company
Ben Hur Products, Inc.
Bourjois, Inc.
Bowey's Inc.
W. Atlee Burpee Company
California Prune & Apricot Growers Assn.

Campana Sales Corp.
Campbell Soup Co.
Celanese Corp. of America Chemicals, Inc.
Cheesborough Mfg. Co.
Chrysler Corp.
Coca-Cola Co.
Coldstream Products Co.
Colgate-Palmolive-Peet Co.
Colonial Dames, Inc.
Consolidated Royal Chemical Co., Inc.
Continental Baking Co.
Corn Products Refining Co.
Cream of Wheat Corp.
Cresta Blanca Wine Co.
Cudahy Packing Co.
Curtiss Candy Co.
Dwight Edwards Co.
Electric Companies Advertising Program
Elgin National Watch Co.
Emerson Drug Co.
Englander Co.

Eversharp, Inc.
"42" Products, Inc.
Gallenkamp Stores Co.
General Electric Co.
General Foods Corp.
General Mills, Inc.
Gillette Safety Razor Co.
B. F. Goodrich Co.
Goodyear Tire & Rubber Co.
Inc.
Grove Laboratories, Inc.
Gulf Oil Corp.
Hoffman Radio Corp.
Hudson Coal Co.
Hunt Bros. Packing Co.
International Silver Co.
Jantzen Knitting Mills
Andrew Jergens Co.
Johns-Manville Corp.
Johnson & Johnson
Johnstone Drug Sales Corp.
Kay Jewelry Co.
Lady Esther, Ltd.
Lamont, Corliss & Co.
Lever Bros. Co.
The Roll Call of the CBS Regiment:

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

this is CBS... the Columbia Broadcasting System
January

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
2: Ash Wednesday.
3: Washington's Birthday.
4: Lincoln's Birthday.
5: Shrove Tuesday.
6: Shrove Tuesday.
7: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
8: Ash Wednesday (Lent Starts).
9: St. Patrick's Day.
10: Grand Army of the Republic's Birthday.
11: Easter Sunday.
12: Good Friday.
13: Easter Sunday.
14: First Written Constitution Adopted at Hartford, Conn. (1639).
15: Benjamin Franklin Born (1706).
16: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
17: Stonewall Jackson Born (1824).
18: Inauguration Day. Begun in 1837. To be observed every fourth year from that date by the 20th Amendment to the Constitution.
19: Foundation Day. In the Canal Zone.
20: Michigan Admitted to the Union (1837).
21: Daniel Boone Born (1731).
23: Georgia Day.
25: Oregon Admitted (1859).
26: Destruction of the Maine (1898).
27: Constitution Day. In the Canal Zone.
28: 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.
29: Ohio Admitted (1803).
30: Shrove Tuesday, Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
31: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).

February

1: Victor Herbert Born (1859).
2: Horace Greeley Born (1811).
3: Massachusetts Admitted (1788).
4: Charles Dickens Born (1812).
5: Nebraska Admitted (1867).
6: Thomas A. Edison's Birthday.
7: Daniel Boone Born (1734).
11: Oregon Admitted (1859).
12: Destruction of the Maine (1898).
13: Constitution Day. In the Canal Zone.
14: 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.
15: Ohio Admitted (1803).
16: Shrove Tuesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
17: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
18: Ash Wednesday (Lent Starts).

March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
4: First Postage Stamp used in U. S. (1847).
5: Wisconsin Day.
6: Vermont Admitted (1791).
7: Boston Massacre (1770).
8: Luther Burbank's Birthday (California).
9: Maine Admitted (1820).
10: Andrew Jackson Born (1767).
11: St. Patrick's Day.
12: Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
14: First Day of Spring.
15: Emancipation Day (Puerto Rico).
16: Maryland Day.
17: First Day of Passover.
18: Seward Day (Alaska).
19: Transfer Day, in the Virgin Islands.

April

1: All Fools' Day.
3: Palm Sunday.
4: War Declared with Germany (1917).
5: Army Day. Observed in New York, and some other States, by a display of flags and by military parades.
7: Good Friday.
8: Metropolitan Opera House Opened in New York City (1830).
9: Louisiana Admitted (1812).
10: Surrender of General Lee (1865).
11: Easter Sunday.
15: Patriot's Day (Maine, Massachusetts).
16: Anniversary of Battle of San Jacinto (Texas).
17: Morton's Birthday (Nebraska).
18: Arbor Day (Nebraska).
22: War Declared with Spain (1898).
24: General U. S. Grant Born (1822).
25: President Monroe Born (1758).
26: Maryland Admitted (1788).

May

1: May Day. Child Health Day.
2: Labor Day (Philippines).
3: Dowey's Victory in Manila (1893).
4: Stonewall Jackson Shot (1863).
5: National Music Week.
SHOWMAN'S CALENDAR

June
1: Kentucky Admitted (1792).
       Tennessee Admitted (1796).
2: Confederate Memorial Day (Louisiana, Tennessee).
       King's birthday (Canada).
       Jefferson Davis' Birthday (1808).
6: Nathan Hale's Birthday (1756).
9: D-Day (1944).
8: Battle of New Orleans (1815).
10: Franklin Drew Lightning From Sky (1752).
14: Harriet Beecher Stowe's Birthday.
   Flag Day.
17: Pioneer Day (Idaho).
18: Bunker Hill Day.
19: Battle of Waterloo (1815).
       Beginning of War of 1812.
20: King John of England Granted Magna Carta (1215).
       West Virginia Day.
21: Longest Day in Year.
       New Hampshire Joined the Union (1788).
24: San Juan Day. In Puerto Rico.
25: Virginia Admitted (1788).
26: First American Troops Land in France (1917).

July
1: Battle of San Juan Hill.
       Dominion Day (Canada).
       Battle of Gettysburg (1863).
2: Garfield's Assassination (1881).
6: Idaho Admitted (1890).
8: Independence Day.
       U. S. Military Academy West Point Opened (1802).
       John Paul Jones, Founder of U. S. Navy, Born (1747).
8: Wyoming Admitted (1890).
10: John Quincy Adams Born (1767).
14: Stars and Stripes Adopted (1777).
15: Bastille Day—First Celebrated in U. S. (1914).
16: St. Valentine's Day.
16: Santiago Surrendered.
24: Pioneer Day (Utah).
25: Occupation Day (Puerto Rico).
27: Barbosa's Birthday. In the Canal Zone.
28: Austria Declared War on Serbia (1914).

August
1: Colorado Day.
       Beginning of World War (1914).
3: Civic Holiday (Canada).
       Germany Declared War on England and France (1914).
20: Confederate Memorial Day (Kentucky, North Carolina).
22: Mother's Day (2nd Sunday).
22: 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).

September
1: Germany Invaded Poland.
3: Labor Day.
6: Lafayette Day.
       First Battle of the Marine.
9: Rush Hour.
6: Admission Day (California).
12: Defender's Day (Maryland).
17: Constitution Day.
19: Yom Kippur.
22: Nathan Hale Executed (1776).
       First Day of Autumn.

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

November
1: All Saints' Day (Louisiana).
       Liberty Day. In the Virgin Island (St. Croix only).
       General Election Day.
       North and South Dakota Admitted (1889).
4: John Philip Sousa Born (1854).
8: Montana Admitted (1889).
11: Armistice Day.
       Washington Admitted (1889).
16: Oklahoma Admitted (1907).
17: Suez Canal Opened (1869).
21: North Carolina Admitted (1789).
22: Thanksgiving Day (4th Thursday).

December
3: Illinois Admitted (1818).
7: Delaware Day.
       Pearl Harbor Attacked (1941).
8: Heat Whitney Born (1765).
       U. S. Declared War on Japan (1941).
9: Germany-Ireland Declare War on U. S. (1941).
10: U. S. Declares War on Germany-Ireland (1941).
     Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
12: Indiana Admitted (1816).
       First Marconi Wireless Across Atlantic (1901).
       Pennsylvania Admitted (1787).
14: Alabama Admitted (1819).
15: Bill of Rights Day.
16: Boston Tea Party (1773).
18: New Jersey Admitted (1787).
21: Pilgrims Landed at Plymouth Rock (1620).
       Woodrow Wilson's Birthday (South Carolina).
25: Christmas Day.
28: Iowa Admitted (1848).
29: Texas Admitted (1845).
31: New Year's Eve.
Penn vs. Army, November 18, 1944 — Franklin Field. Operating from field and studio, Ayer's television staff has completed another successful season of telecasting for its client Atlantic Refining Company, whose sponsorship of televised games dates back to October 18, 1941.

**Graphics in action**

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

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

**30 ROCKEFELLER PLAZA ★ NEW YORK**
THE BUSINESS SIDE
of
RADIO

Agency and Sponsor Network Billings

Station Representatives

News Service

Advertising Agencies

Research Firms

Federal Communications Commission
HAL STYLES  Radio's Original "Good Neighbor"

NOW  "LEST YE FORGET"  Warner Bros.
KFWB
America's First Rehabilitation Program for Ex-Servicemen (Sundays)

Also,  "LET'S FACE FACTS"

News Views and Interviews (Daily)
Announcer, Producer, Commentator, Dialectician, Emcee, Special Events
THE BUSINESS SIDE OF RADIO

By M. H. Shapiro
Managing Editor, Radio Daily

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

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

Billings Up

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

In the figures for the sale of time, of course no provision is made for the talent sales which, it stands to reason, increases from year to year. As to its expanded billings, radio did not exactly sit idly by and wait for the business to come in, over the proverbial transom as it were. In some cases of course, the time if desirable, was a sure sale to one client or another. However, diligent efforts by the research, sales, and sales promotion departments of the industry succeeded in rounding up considerable new business, business which never before used radio. Which applies also to the clients sold on going into markets not heretofore considered.

Problems En Route

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

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

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

Sound Position

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

Myron SELZNICK — James L. SAPHIER and COMPANY

BEVERLY HILLS • NEW YORK
## Agency and Sponsor Network Billings

### 1944 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>J. Walter Thompson Company</td>
<td>$6,100,528</td>
</tr>
<tr>
<td>D'Arcy Advertising Co., Inc.</td>
<td>3,720,991</td>
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<tr>
<td>Compton Advertising, Inc.</td>
<td>3,321,157</td>
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<tr>
<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Wade Advertising Agency</td>
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<td>Young &amp; Rubicam, Inc.</td>
<td>1,731,665</td>
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<td>Warwick &amp; Legler, Inc.</td>
<td>1,511,077</td>
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<td>Schonian &amp; Marquette, Inc.</td>
<td>1,067,735</td>
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<td>Dancer-Fitzgerald-Sample</td>
<td>1,029,112</td>
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<td>Hill Blackett &amp; Company</td>
<td>914,599</td>
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<tr>
<td>McCann-Erickson, Inc.</td>
<td>899,161</td>
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<tr>
<td>Schimmer &amp; Scott Advertising Agency</td>
<td>888,614</td>
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<tr>
<td>Walker and Downing, Inc.</td>
<td>886,901</td>
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<tr>
<td>Knox Reeves Advertising, Inc.</td>
<td>833,208</td>
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<td>Lennen &amp; Mitchell, Inc.</td>
<td>832,348</td>
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<td>Foote, Cone &amp; Belding</td>
<td>823,751</td>
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<tr>
<td>Aubrey, Moore Wallace, Inc.</td>
<td>794,947</td>
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<tr>
<td>MacFarland, Ayerst &amp; Company, Inc.</td>
<td>737,893</td>
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<tr>
<td>William Esty and Company, Inc.</td>
<td>657,761</td>
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<tr>
<td>Newell-Emmett Co.</td>
<td>570,455</td>
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<tr>
<td>Huthchins Advertising Co., Inc.</td>
<td>514,752</td>
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<td>Leo Burnett Company, Inc.</td>
<td>488,556</td>
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<tr>
<td>N. W. Ayer &amp; Son, Inc.</td>
<td>480,012</td>
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<tr>
<td>J. D. Tarcher &amp; Co.</td>
<td>435,806</td>
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<tr>
<td>Small &amp; Seltzer, Inc.</td>
<td>393,850</td>
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<td>Raymond Specter Company, Inc.</td>
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<td>Duane Jones Company</td>
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<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
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<td>Henri Hurst &amp; McDonald, Inc.</td>
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<td>The Bier Company, Inc.</td>
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<td>H. W. Kastor &amp; Sons Advertising Co., Inc.</td>
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<tr>
<td>Benton &amp; Co.</td>
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<tr>
<td>Buchanan &amp; Co.</td>
<td>326,709</td>
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<td>Sayre M. Ramsdell Assoc.</td>
<td>304,031</td>
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<td>Tracer-Lake Company, Inc.</td>
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<td>Ted Bates, Inc.</td>
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<td>McJunkin Advertising Company</td>
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<td>Pedlar-Ryan &amp; Lusk, Inc.</td>
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<td>Keeling &amp; Co., Inc.</td>
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<td>Doherty, Clifford &amp; Shenfield, Inc.</td>
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<td>Citrechfield and Company</td>
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<td>Sherman K. Ellis &amp; Company, Inc.</td>
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<td>Pacific National Advertising Inc.</td>
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<td>Burton, Browne Advertising Company</td>
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<td>Advertising &amp; Sales Council, Inc.</td>
<td>139,808</td>
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<td>Fuller &amp; Smith &amp; Ross, Inc.</td>
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<td>Emil Mogul Company, Inc.</td>
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<td>A. W. Lewin Co.</td>
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<td>Glickman Advertising Co.</td>
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<td>William H. Weintraub &amp; Company, Inc.</td>
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<td>Brixacher, Van Norden &amp; Staff</td>
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<td>J. William Sheets</td>
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<tr>
<td>Tucker Wayne &amp; Company</td>
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<td>Hazard Advertising Company</td>
<td>77,559</td>
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<tr>
<td>Franklin Bruck Advertising Corporation</td>
<td>70,656</td>
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<td>Donahue &amp; Coe, Inc</td>
<td>69,951</td>
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<td>Maxon, Incorporated</td>
<td>57,163</td>
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<td>The M. H. Ray Co.</td>
<td>55,488</td>
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<td>Pacific Coast Advertising Co., Inc.</td>
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<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>United States Advertising Corporation</td>
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<td>Alfred J. Slibeckstein-Bert Goldsmith, Inc.</td>
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<td>Kathrauf &amp; Ryan, Inc.</td>
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<td>Glasser Gilkey &amp; Company</td>
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<td>Erwin, Wasey &amp; Co., Inc.</td>
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<td>Smith &amp; Bull</td>
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<td>Raymond R. Morgan Company</td>
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<td>Rhoades &amp; Davis</td>
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<td>Long Advertising Service</td>
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<td>Charles Sheldon Advertising Agency</td>
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<td>Elwood J. Robinson Advertising Agency</td>
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<td>Brooks Advertising Agency</td>
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<td>Robert Smith Advertising</td>
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<td>Courtland D. Ferguson, Inc.</td>
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<td>George Wessel</td>
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<td>Geyer, Cornell &amp; Newell, Inc.</td>
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<td>Direct</td>
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<td>John Stover Advertising Agency</td>
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<td>Hilman-Sharp &amp; Son, Inc.</td>
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<td>Little &amp; Co.</td>
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<td>Keinea-Ellis-Younggreen &amp; Finn Inc.</td>
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<td>O. E. Hopper-Industrial Advertising Co.</td>
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<td>Century Advertising Agency</td>
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<td>$10,911,829</td>
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<tr>
<td>Political Total</td>
<td>$1,115,600</td>
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## Columbia Broadcasting System

### 1944 Agency Gross Billings

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Gross Billings</th>
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</thead>
<tbody>
<tr>
<td>Young &amp; Rubicam, Inc.</td>
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<tr>
<td>J. Walter Thompson Co.</td>
<td>7,091,511</td>
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<td>Dancer-Fitzgerald-Sample</td>
<td>6,033,399</td>
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<tr>
<td>Ruthrauf &amp; Ryan, Inc.</td>
<td>4,156,166</td>
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<tr>
<td>The Blow Co., Inc.</td>
<td>4,067,915</td>
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<tr>
<td>Compton Advertising, Inc.</td>
<td>3,111,513</td>
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<tr>
<td>Batten, Barton, Durstine &amp; Osborn, Inc.</td>
<td>3,265,361</td>
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<td>Foote, Cone &amp; Belding</td>
<td>2,218,027</td>
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<td>Wm. Esty &amp; Co., Inc.</td>
<td>2,339,440</td>
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<td>Benton &amp; Bowles, Inc.</td>
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<tr>
<td>Arthur Meyerhoff &amp; Co.</td>
<td>1,873,049</td>
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<td>Maxon, Inc.</td>
<td>1,698,519</td>
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<td>Newell-Emmett Co., Inc.</td>
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<td>McCan-Frazer &amp; Co.</td>
<td>1,326,922</td>
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<td>Campbell-Elwood Co.</td>
<td>1,103,340</td>
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<td>Pedlar &amp; Ryan, Inc.</td>
<td>923,926</td>
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<td>Ward Wheelock Co.</td>
<td>801,309</td>
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<td>Gardner Advertising Co.</td>
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<td>Buchanan &amp; Co., Inc.</td>
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<td>Wm., K. Weitenbach &amp; Co.</td>
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<td>C. L. Miller Co., Inc.</td>
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<td>Sherman &amp; Marquette, Inc.</td>
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<td>Warvik &amp; Legler, Inc.</td>
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<td>N. W. Ayer &amp; Son, Inc.</td>
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<td>D'Arcy Advertising Co., Inc.</td>
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<td>Knox Reeves Advertising Co.</td>
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<td>Roche, Williams &amp; Cleary, Inc.</td>
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<td>Kenyon &amp; Eckhardt, Inc.</td>
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<td>Duane Jones Co.</td>
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<td>Addison Lewis &amp; Associates</td>
<td>334,626</td>
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<tr>
<td>Grant Advertising, Inc.</td>
<td>336,991</td>
</tr>
</tbody>
</table>

133
Imitation is the Sincerest Form of Flattery

BUT

The ORIGINAL "Make Believe Ballroom" is Still on KFWB in Its 12th Year
With its Originator

AL JARVIS

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

National Representative, WILLIAM G. RAMBEAU COMPANY
New York and Chicago
Joseph Katz Co., ... 309,963
Morse International Inc., ... 291,030
Russel M. Seeds Co., ... 282,573
Heuri, Hurst & McDonald, Inc., ... 267,355
Curtiss-Wright & Elger, Inc., ... 255,289
Sorensen & Co., ... 218,156
Lennen & Mitchell, Inc., ... 171,257
Walker & Downing, ... 148,614
Raymond R. Morgan Co., ... 117,086
H. W. Kaster & Sons Adv. Co., Inc., ... 110,027
Erwin, Wasey & Co., ... 99,480
Hartman, Siebels, Inc., ... 97,514
Spitzer & Mills, Ltd., ... 63,812
Wade Advertising Agency, ... 61,425
Wallace-Bundy & Co., ... 58,671
Clements Co. The, ... 57,269
Ronalds Advertising Agency, ... 43,653
Garfield & Guild, ... 38,568
Brooks Advertising Agency, ... 38,281
Briscacher & Van Nordem, ... 36,972
Hillman, Shane & Breyer, Inc., ... 35,772
Franklin Bruck Advertising Corp., ... 33,180
Green-Brodie, Inc., ... 30,812
W. Earl Bothwell Adv. Agency, ... 29,391
Lake-Spiro-Shumur, Inc., ... 29,312
Western Advertising Agency, ... 28,098
Baker Advertising Agency, ... 27,824
Glasser-Gage & Co., ... 25,838
Rhoads & Knapp, Inc., ... 24,716
Hixson-O'Donnell Adv. Inc., ... 20,286
Long Advertising Service, ... 19,908
J. D. Tarter & Co., Inc., ... 19,506
Fisher Advertising, ... 19,829
Beaumont & Hohman, Inc., ... 11,583
Pacific National Adv. Agency, ... 9,337
Sherman K. Ellis Co., ... 13,108
Gillham Advertising Agency, ... 10,710
Sayre M. Ramsdell Associates, ... 10,216
John L. Halpin, ... 10,189
Donahue & Co., ... 8,216
Kelly Nason, Inc., ... 7,722
Armand S. Well Co., Inc., ... 7,540
Don R. Miner Co., ... 7,298
Cockfield, Brown & Co., ... 6,903
Lester H. Harrison Associates, ... 5,681
Bosford-Constantine & Gardner, ... 3,588
George M. Weessells Adv. Agency, ... 4,060
Schwimmer & Scott, ... 3,223
Elwood J. Robinson Adv. Agency, ... 1,867
Allied Advertising Agencies, ... 1,102
Furman, Feiner & Co., ... 908
Advertising Arts Agency, ... 812
Clarence B. Junear, ... 812
Hugh A. Deadwyker, ... 575
Cotter Advertising Agency, ... 370
Copley Advertising Agency, ... 125

Total ........ $66,791,319

Mutual Broadcasting System
1944 Agency Gross Billings

Erwin Wasey & Co., Inc., ... $2,106,501
Hixson O'Donnell Adv., Inc., ... 1,201,917
Kuthrafe & Ryan, Inc., ... 1,239,911
Donahue Co., ... 1,056,818
Kenyon & Eckhardt, Inc., ... 1,011,915
R. H. Ather Co., ... 958,369
Ford & Iron, Inc., ... 735,653
Arthur Meyerhoff Co., ... 677,421
William H. Weintraub & Co., Inc., ... 660,961
Maxon, Inc., ... 543,390
Walker & Downing, ... 359,600
Wallace Ferry Hanly Co., ... 490,862
Stanley G. Boynton, ... 457,623
H. B. Humphrey Co., ... 456,566
Gardner Adv. Co., ... 450,173
Russel M. Seeds Inc., ... 438,095
Gotham Adv. Co., ... 425,477
Raymond Spector Co., Inc., ... 395,363
Young & Rubicam, Inc., ... 327,679
Birmingham, Castelman & Pierce, Inc., ... 322,230
Calkins & Holden, ... 317,965
J. Walter Thompson Co., ... 277,961
J. C. Hoskin Assoc., ... 270,809
McQuinn Adv. Co., ... 265,182
Leo Burnett Co., ... 261,553
Duane Jones Co., ... 213,319
Rogers, Williams & Cleary, Inc., ... 206,668
Al Paul Leffon Co., Inc., ... 164,198
Warwick & Legler, ... 138,567
Blow Co., Inc., ... 137,910
Schwimmer & Scott, ... 129,063
Bartman & Co., ... 115,835
Hattan, Bartun, Burton, Osborn, Inc., ... 88,218
United States Adv. Corp., ... 83,509
The Caples Co., ... 69,531
Raymond R. Morgan Co., ... 68,381
Sterling Adv. Agency, Inc., ... 62,380
Grant Adv., Inc., ... 59,211
Clements Co., Inc., ... 56,763
Hurt, Hurst & McDonald, Inc., ... 56,371
Celt & Freshley, Inc., ... 52,281
The Joseph Katz Co., ... 41,196
Foose, Cone & Rodding, ... 36,321
Weston Barnett, Inc., ... 28,612
Van Sutt, Dugdale & Co., ... 26,169
Lester Harrison Assoc., Inc., ... 16,718
D'Arcy Adv. Co., Inc., ... 15,781
George H. Hartman Co., ... 14,903
Green-Brodie, ... 13,220
Furman Fenner & Co., Inc., ... 10,416
Harold Cabot Co., Inc., ... 9,920
L. W. Ramsey Co., ... 9,311
Birtch-Garfield, Inc., ... 5,108
Allied Agencies, ... 3,726
Direct, ... 1,259
Locally Sponsored, ... 1,266,638

Total ........ $19,533,650

National Broadcasting Company
1944 Agency Gross Billings
Not Available

Blue Network Company
1944 Sponsor Expenditures

The Coca-Cola Company ... $3,720,991
Ford Motor Company ... 2,710,000
Kellogg Company ... 2,250,120
Johnson & Johnson ... 1,828,699
General Mills, Inc. ... 1,726,506
The Procter & Gamble Co. ... 1,156,014
Socony-Vacuum Oil Co., Inc. ... 1,051,073
Swift and Company ... 1,257,138
The Quaker Oats Company ... 1,219,912
The Sherrin-Walters Co. ... 986,530
Libby, McNell & Libby ... 937,941
Bristol-Meyers Company ... 925,149
Westinghouse Electric & Mfg. Co. ... 885,346
Esquire, Inc. ... 861,692
Philco Corporation ... 810,868
The New Jerseyans Co. ... 832,348
Ace-Chalmers Co., Inc. ... 765,133
Cartier Products, Inc. ... 726,211
Curtis Publishing Company ... 655,619
Lehn & Fink Products Corp. ... 578,352
Rich Radio Pictures, Inc. ... 578,262
A. E. Staley Mfg. Co. ... 539,882
Hall Brothers, Inc. ... 515,816
Lt. Garnett Marks

U. S. Army
American Meat Institute .......................... 488,556
The Charles E. Hires Co. ..................... 490,047
Elgin National Watch Co. ................... 470,724
Mckesson & Robbins, Inc. .................. 453,806
Lars & Brother Company, Inc. ............. 472,973
Mall Fouch Tobacco Company ............. 118,932
Sterling Drug Inc. (Consumer Products Company) ... 444,750
RCA Victor Division of America ...... 439,291
Serutan Company .............................. 439,268
The D. L. Clark Co. .......................... 437,969
William R. Warner & Co, Inc. (Dr. Earl S. Sloan, Inc.) ... 424,491
Eversharp Inc. ................................ 415,116
O’Cedar Corporation .......................... 397,729
Williamson Candy Co. ..................... 397,248
The Wander Company ........................ 381,593
The Borden Company ........................ 379,564
The Welch Grape Juice Co ................. 356,065
The Reader’s Digest Assn., Inc. ......... 325,788
The Texas Company ........................... 293,587
Dr. Pepper Co. ................................ 287,780
General Foods Corp. ..................... 269,552
Manhattan Soaps Co. ....................... 261,564
The Geo. W. Loft Co. ...................... 224,333
Sweets Co. of America, Inc. ............. 210,746
Owens-Illinois Glass Co. ................. 209,181
Hastings Mfg. Co. ............................ 198,928
Lockheed Aircraft Corp. .................. 189,810
Wheeling Steel Corp. ...................... 164,613
Gum Laboratories, Inc. ................. 163,451
Falstaff Brewing Corporation .......... 156,504
Fisher Flouring Mills Co ................. 147,780
Raytheon Production Corp .............. 147,538
O’Sullivan Rubber Co., Inc. .......... 125,868
Aluminum Co. of America ............... 124,996
Triompth Clothing Co. .................... 124,111
The National Board of Fire Underwriters .... 120,096
Time, Inc. .................................. 108,972
Harvel Watch Co. ............................. 108,934
Chef Boy-Ar-Dee Quality Foods, Inc. ...... 103,110
Adam Hat Stores, Inc. .................... 101,988
Revelon Products Corp. ................... 99,150
Skinner & Eddy Corp. (Alaska Pacific Salmon) .... 85,130
S & W Fine Foods, Inc ................. 88,708
Safeway Stores, Inc. ..................... 83,185
Scripto Mfg. Co. ............................ 82,768
Colgate-Palmolive-Peet Co. ............ 78,512
American Cyanamid Co. ................. 77,359
Standard Oil Co. of Calif. ............. 75,740
Langendorf United Bakeries, Inc. ....... 65,516
Grove Laboratories, Inc. .............. 60,954
Chatham Mfg. Co. ......................... 55,488
Sun Oil Company ............................. 41,076
Wilson Sporting Goods Co. ........... 35,687
Botany Worsted Mills ..................... 35,588
Rainier Brewing Co. ...................... 31,122
Lyon Van & Storage Company ........... 29,088
The Mentholatum Company ............. 26,052
Peter Fox Brewing Co. .................. 20,042
American Home Products Corp. .......... 20,012
S. A. Moffett Company .................... 23,010
Seaboard Finance ......................... 21,854
Austin Studios .............................. 20,834
Barron-Gray Packing Co. .............. 15,800
John H. Breek, Inc. ...................... 15,042
Northwestern Yeast Co .................. 11,148
Bekins Van & Storage .................. 10,110

J. A. Folger & Company ..................... 11,591
Washington State Apple Commission .... 11,085
Eastern Columbia Outfitting .......... 10,851
Resinol Chemical Company ............ 10,315
Union Iee Company ........................ 10,260
Deuelon Company, Inc. ................. 10,089
Washington Co-Operative Egg & Poultry Assn. .... 9,317
Nash-Kelvinator Corp ...................... 8,935
Garrett & Co., Inc. ...................... 8,100
Corley Diet Food Company .......... 7,370
Wilco Company ............................ 6,810
Red-ee Foods ............................... 6,609
Shellumar Products ....................... 5,910
Horse E. Dodge Boat & Plane Corp. ...... 5,765
Kerr Glass Mfg. Corp. ................. 5,172
Bu-Tay Products Company ............ 4,608
Beneficial Casualty Company .......... 4,246
Kelile Products, Inc. ..................... 4,122
Chicago, Burlington & Quincy Railroad ...... 3,918
The Soil-Off Mfg. Co. ................. 3,675
Pacific Guano Company ............... 3,146
Ferry-Morse Seed Co. ..................... 3,074
Diesel-Wenmer-Gilbert Corp .......... 2,703
Peter Paul Inc. ............................. 2,820

Total ........................................ $10,914,629
Political .................................. 411,500

$11,326,129

Columbia Broadcasting System 1944 Sponsor Expenditure

General Foods Corp. .................... $5,537,109
Lever Brothers Co. ................... 4,842,781
Procter and Gamble Co. ............. 4,348,795
American Home Products Corp. ...... 3,215,824
William Wrigley Jr. Co. ........... 2,386,781
Sterling Drug, Inc. .................... 2,307,314
R. J. Reynolds Tobacco Co. .......... 1,912,727
Standard Brands, Inc. ............... 1,872,575
General Electric Co. ................ 1,635,957
Colgate-Palmolive-Peet Co. ........ 1,627,423
Campbell Soup Co. .................... 1,576,473
Liggett & Myers Tobacco Co. ....... 1,529,922
Philip Morris & Co., Ltd. .......... 1,412,707
U. S. Rubber Co. ...................... 1,306,719
General Mills, Inc. ................... 1,169,153
American Tobacco Co. .............. 1,037,713
Owens-Illinois Glass Co. ........... 964,919
B. F. Goodrich Co. ................. 903,025
E. R. Squibb & Sons .................. 891,062
Johns-Manville Corp. ............... 863,750
Texas Co. ................................ 811,910
Pet Milk Sales Co. ................... 800,350
Eversharp, Inc. ......................... 785,413
Chrysler Corp. ............................ 785,061
Quaker Oats Co. ......................... 780,013
Emerson Drug Co. ...................... 773,800
P. Lorillard Co. ......................... 771,509

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Currently Producing

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

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

RAYMOND R. MORGAN COMPANY
6362 Hollywood Blvd., Hollywood, California
Celanese Corp. of America.......................... 756,093
Lady Edger, Ltd...................................... 754,317
Bourjois, Inc........................................ 716,868
Pabst Sales Co....................................... 712,107
Continental Baking Co.............................. 705,288
Chesbrough Mfg. Co.................................. 656,706
Electric Companies Adv. Program.................. 651,921
Prudential Insurance Co. of America.............. 620,105
Schenley Products Co................................ 571,458
Gulf Oil Corp........................................ 556,261
Anchor Hocking Glass Corp.......................... 541,677
Roma Wine Co........................................ 530,274
Coca-Cola Co......................................... 520,720
Parker Pen Co........................................ 516,616
Corn Products Refining Co........................... 496,128
Lewis-Howe Co....................................... 465,261
Noxzema Chemical Co................................ 438,167
Pacific Coast Borax Co.............................. 433,900
International Silver Co............................. 420,106
L. S. Tobacco Co..................................... 411,504
Southern Cotton Oil Co.............................. 407,566
Armstrong Cork Co................................... 403,395
Servel, Inc............................................ 382,358
Goodyear Tire & Rubber Co., Inc.................... 380,702
J. B. Williams Co.................................... 315,800
Cream of Wheat Corp................................ 337,499
Minneapolis-Honeywell Regulator Co................ 324,626
Cudahy Packing Co................................... 320,991
Johnson & Johnson................................... 311,310
Armour & Co.......................................... 295,792
Vick Chemical Co.................................... 294,020
American Oil Co...................................... 285,092
Admiral Corp......................................... 253,435
Curtiss Candy Co.................................... 257,975
Mennen Co............................................. 256,198
P. Ballantine & Sons................................. 233,316
Ballard & Ballard Co................................. 226,575
Lockheed Aircraft Corp.............................. 221,583
Bowey's, Inc......................................... 218,456
Pillsbury Mills, Inc................................. 214,301
Englander Co......................................... 165,750
Gillette Safety Razor Co............................ 161,387
Democratic National Committee.................... 148,999
Allegheny-Ludlum Steel Corp....................... 148,512
Republican National Committee..................... 131,114
Los Angeles Soap Co................................ 117,086
Welch Grape Juice Co................................. 110,027
Manhattan Soap Co................................... 105,912
C. F. Mueller Co.................................... 99,306
Planteur Nut & Chocolate Co........................ 91,563
Joseph Tetril & Co., Inc............................ 86,569
Miles California Co.................................. 61,425
Campana Sales Corp.................................. 56,654
Hudson Coal Co...................................... 52,760
Signal Oil Co........................................ 49,255
Elgin National Watch Co............................. 47,968
Soil-O-Mfg. Co...................................... 47,850
John Morrell & Co................................... 40,889
Western Sugar Refining Co........................... 38,901
Rekins Van & Storage Co............................. 38,281
Peter Paul, Inc...................................... 36,972
Grove Laboratories, Inc............................. 34,591
"12" Products, Inc................................... 32,020
Business Men for Roosevelt, Inc.................... 30,812
Plough, Inc.......................................... 29,342
Socony-Vacuum Oil Co., Inc......................... 28,800
Hunt Bros. Packing Co............................... 28,051
One Thousand Club of the United States of America 25,636
Colonial Dames, Inc................................ 25,283
Packard Bell Co...................................... 25,072
Ben Hur Products, Inc................................ 22,869
Andrew Jergens Co................................... 21,411
Yellow Cab Co........................................ 20,706
McKesson & Robbins, Inc............................ 19,596
United Air Lines Transport Corp.................... 18,951
Lumont, Corliss & Co................................ 18,252
Calif. Prune & Apricot Growers Assn.............. 16,132
Maryland Pharmaceutical Co........................ 15,871
W. Allis Burpee Co................................... 12,892
Consolidated Royal Chemical Co., Inc............... 11,792
Pacific Greyhound Lines, Inc....................... 11,583
Washington Coop. Egg & Poultry Assn.............. 11,337
Dwight Edwards Co................................... 10,721
Philco Corp.......................................... 10,216
Hoffman Radio Corp.................................. 10,179
Democratic State Committee of N. Y................ 10,121
Kay Jewelry Co....................................... 9,918
Barbazol Co.......................................... 7,917
Herman Busch & Co................................... 7,722
Johnstone Drug Sales Co............................. 7,540
Wilshire Oil Co...................................... 7,308
Coldstream Products Co.............................. 6,699
Miscellaneous........................................ 54,975

Grand Total......................................... $66,791,319

Mutual Broadcasting System
1944 Sponsor Expenditures

Sinclair Refining Co................................ $1,301,917
R. B. Semier, Inc................................... 1,115,708
Kellogg Co.......................................... 1,000,739
Metro-Goldwyn-Mayer, Inc........................... 981,118
Gospel Broadcasting Assn........................... 950,369
Zonite Products Corp................................ 732,127
Mutual Benefit, Health & Accident Assn........... 677,421
Pharmaco, Inc....................................... 676,310
Bayuk Cigars, Inc................................... 667,865
Gillette Safety Razor Co............................ 512,590
American Cigarette & Cigar Co., Inc............... 530,585
Campana Sales Co................................... 499,862
Clark Bros. Chewing Gum Co......................... 469,309
Rastlon Purina Co................................... 450,713
Grove Laboratories................................. 438,095
Lutheran Laymen's League........................... 425,177
Serpina Co............................................ 395,263
Employers' Group Insurance Co. of Boston, Mass. 388,912
Barbasol Co.......................................... 352,961
Stokely Bros.-Van Camp, Inc........................ 321,983
Dubonnet Corp........................................ 295,390
Petri Wine Co....................................... 291,700
Radio Bible Class.................................... 290,455
General Cigar Co., Inc.............................. 277,961

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"AMERICA'S GRAND HOSTESS"

EUGENIA CLAIR

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

Veterans of Foreign Wars of the United States
American Gold Star Mothers
<table>
<thead>
<tr>
<th>Agency</th>
<th>Network</th>
<th>Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Voice of Prophecy, Inc.</td>
<td>276,089</td>
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<tr>
<td>Lumberman's Mutual Casualty Co.</td>
<td>261,533</td>
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<tr>
<td>Helbros Watch Co.</td>
<td>217,563</td>
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<tr>
<td>Young People's Church of the Air</td>
<td>211,190</td>
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<tr>
<td>Lewis-Howe Co.</td>
<td>205,668</td>
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<tr>
<td>Chef-Bay-Ar-Doe Utility Foods, Inc.</td>
<td>196,669</td>
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<tr>
<td>Wesley Radio League</td>
<td>185,168</td>
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<tr>
<td>Emmeron Radio &amp; Phonograph Corp.</td>
<td>182,183</td>
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<tr>
<td>Contl Products Corp.</td>
<td>180,636</td>
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<tr>
<td>Duffy-Mott Co., Inc.</td>
<td>161,198</td>
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<tr>
<td>Frank H. Lee Co.</td>
<td>144,584</td>
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<tr>
<td>George W. Luft &amp; Co.</td>
<td>138,567</td>
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<td>Formfit Co.</td>
<td>113,825</td>
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<tr>
<td>Nat'l Small Business Men's Assoc</td>
<td>108,596</td>
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<tr>
<td>Wilson Sporting Goods Co.</td>
<td>83,509</td>
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<tr>
<td>Delaware, Lackawanna &amp; Western Coal Co.</td>
<td>80,109</td>
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<tr>
<td>Beanmont Co.</td>
<td>75,430</td>
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<tr>
<td>Allegheny Ludlum Steel Corp.</td>
<td>74,350</td>
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<td>Carey Salt Co.</td>
<td>70,433</td>
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<tr>
<td>Union Pacific Railroad</td>
<td>69,551</td>
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<td>Knox Co.</td>
<td>68,381</td>
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<td>Gotham Hoselry Co., Inc.</td>
<td>62,580</td>
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<td>Waltham Watch Co.</td>
<td>59,829</td>
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<td>Rheichhold Chemicals, Inc.</td>
<td>59,241</td>
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<tr>
<td>Acme White Lead &amp; Color Works</td>
<td>50,374</td>
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<tr>
<td>Boots Aircraft Nut Corp.</td>
<td>50,291</td>
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<td>Goodyear Tire &amp; Rubber Co.</td>
<td>42,579</td>
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<td>Maryland Pharmaceutical Co.</td>
<td>41,496</td>
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<td>Chesapeake &amp; Ohio Railway Co.</td>
<td>41,296</td>
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<td>Table Products, Inc.</td>
<td>36,324</td>
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<tr>
<td>Miss Swank, Inc.</td>
<td>31,184</td>
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<tr>
<td>American Bird Products, Inc.</td>
<td>29,642</td>
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<tr>
<td>Sherwood Bros., Inc.</td>
<td>28,161</td>
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<tr>
<td>Coronet Magazine</td>
<td>19,177</td>
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<tr>
<td>Hartz Mountain Products</td>
<td>14,933</td>
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<tr>
<td>W. L. Douglas Shoe Co.</td>
<td>9,920</td>
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<td>Loyal Order of the Moose</td>
<td>9,341</td>
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<tr>
<td>Kust Craft Publishers, Inc.</td>
<td>7,925</td>
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<tr>
<td>Shipstead &amp; Johnson</td>
<td>3,776</td>
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<tr>
<td>Political Advertisers</td>
<td>421,422</td>
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**Total** $19,533,650

<table>
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<tr>
<th>Month</th>
<th>Billings</th>
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<tr>
<td>January</td>
<td>$2,893,790</td>
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<tr>
<td>February</td>
<td>2,799,501</td>
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<tr>
<td>March</td>
<td>3,086,398</td>
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**Total** $19,533,650
NEW YORK

LOREN L. WATSON

400 MADISON AVENUE
ELdorado 5-5040

CHICAGO:

360 N. MICHIGAN AVENUE
Franklin 8520

SAN FRANCISCO

THIRD AND MARKET STREETS
Exbrook 3558

HOLLYWOOD:

HOLLYWOOD BLVD. AT COSMO
Hollywood 8318
### 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.; CKTB, St. Catherine's, 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


### ASSOCIATED BROADCASTING CO., LTD.

**Montreal**—Dominion Square Bldg. ................................. Belair 3325
M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.

**Toronto**—199 Bay St. ...................................... Adelaide 3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.

### BERTHA BANNAN

(New England Representative*)

**Boston**—533 Little Bldg., Bertha Bannan, Secretary .......... HUBbard


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

### 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.; WJJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
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<tbody>
<tr>
<td>Boston</td>
<td>WMEX</td>
<td>Independent</td>
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<tr>
<td>Charleston</td>
<td>WGKV</td>
<td>NBC</td>
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<tr>
<td>Denver</td>
<td>KVOD</td>
<td>Blue</td>
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<tr>
<td>Grand Rapids</td>
<td>WLAV</td>
<td>Blue</td>
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<tr>
<td>Los Angeles</td>
<td>KPAS</td>
<td>Independent</td>
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<tr>
<td>Macon</td>
<td>WBML</td>
<td>Blue</td>
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<tr>
<td>New Orleans</td>
<td>WNOE</td>
<td>Mutual</td>
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<tr>
<td>Monroe</td>
<td>KNOE</td>
<td>NBC</td>
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<td>Oakland</td>
<td>KLX</td>
<td>Independent</td>
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<td>Port Arthur</td>
<td>KPAC</td>
<td>Mutual</td>
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<tr>
<td>Pueblo</td>
<td>KGHF</td>
<td>Blue</td>
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<td>Rochester</td>
<td>WSAV</td>
<td>Mutual</td>
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<td>Rutland</td>
<td>WSYB</td>
<td>Mutual</td>
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<tr>
<td>Sacramento</td>
<td>KROY</td>
<td>Columbia</td>
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<tr>
<td>Salt Lake City and Ogden</td>
<td>KLO</td>
<td>Mutual</td>
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<td>Spokane</td>
<td>KFIO</td>
<td>Mutual</td>
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<td>Tacoma</td>
<td>KMO</td>
<td>Mutual</td>
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<td>Tulsa</td>
<td>KOME</td>
<td>Blue &amp; Mutual</td>
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<td>Waterbury</td>
<td>WBRY</td>
<td>Columbia</td>
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<tr>
<td>Wenatchee</td>
<td>KPQ</td>
<td>Blue</td>
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<tr>
<td>Yakima</td>
<td>KIT</td>
<td>Mutual</td>
</tr>
<tr>
<td>Intermountain Network</td>
<td>All Mutual</td>
<td></td>
</tr>
</tbody>
</table>

Intermountain Network includes:
- KLO—Salt Lake City-Ogden; KOVO—Provo;
- KVNU—Logan; KEUB—Price, all Utah;

JOSEPH HERSHEY MCGILLVRA, inc.
### JOHN BLAIR & COMPANY

**Chicago**—520 N. Michigan Avenue .................................................. Superior 8660
John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.

**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. Coveney ............ Prospect 3584

**San Francisco**—608 Russ Bldg., Lindsey Spight, Vice-President ............... Douglas 3188

**St. Louis**—350 Paul Brown Bldg., J. Chris Hetherington ......................... Chestnut 5688

**Stations:**

### BLUE NETWORK COMPANY

*(National Spot and Local Sales Division)*

**New York City**—30 Rockefeller Plaza .................................................. Circle 7-5700
Ralph E. Dennis, Manager, Blue Spot Sales.

**Chicago**—Merchandise Mart Bldg. ..................................................... Delaware 1900
Roy McLaughlin, Manager.

**Hollywood**—6285 Sunset Blvd. ......................................................... Hillside 8231
Amos Baron, Manager.

**San Francisco**—111 Sutter St. ............................................................ Graystone 6565
Byron Nelson, Mgr.

**Detroit**—802 Fisher Bldg. ................................................................. Trinity 2-7000
John Donohue, Mgr.

**Pittsburgh**—171 Shaler Drive, Glenshaw ............................................. Glenshaw 1287
Robert Post, Mgr.

**Stations:**

### D. L. BOUFFORD

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

**Stations:**
- CKY, 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**—Texas Bank Bldg., A. J. Putman ............................................. Dallas 2-8569

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

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

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

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

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

**Charlotte, N. C.**—612 Commercial National Bank Bldg., H. L. Ralls ............ 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.; WMJ, Memphis, Tenn.; KTBC, Austin, Texas; KRIC, Beaumont, Texas; KRLD, Dallas, Texas; West Virginia Network (WCHS, Charleston, WPAR, Parkersburg, WBLK, Clarksburg; WSAS, Hunting, WET, Va.).
THE PAN AMERICAN MARKET

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

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

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

Representatives for radio stations in

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

Pan American Broadcasting Co.

330 Madison Avenue  New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. Lasalle St.
BROADCAST SALES CO.
New York City—280 Madison Ave., Peggy Stone..........................MUrray Hill 5-2940
Chicago—360 N. Michigan Ave., George Roesler..........................Randolph 9034
Hollywood, San Francisco—Homer Griffith Co.

BURN-SMITH COMPANY, INC.
Chicago—307 N. Michigan Ave., John Toothill, President..................Central 4437
New York—551 Fifth Avenue, Robt. S. Keller, Mgr..................MUrray Hill 2-3124
Los Angeles—Chamber of Commerce Bldg., Walter Biddick, Mgr..................Richmond 6184

HOWARD C. BROWN COMPANY
Hollywood—6404 Sunset Blvd..................................................Hollywood 6045
Stations—3XY, Melbourne, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

CAPPER PUBLICATIONS
New York City—420 Lexington Avenue.........................................Mohawk 4-3280
Stations—3XY, Melbourne, Australia; National Commercial Broadcasting Service (5 stations), New Zealand.

CANADIAN BROADCASTING CORPORATION
Toronto—354 Jarvis Street..................................................Midway 5481
E. A. Weir, Commercial Manager; W. E. Powell, Asst. Commercial Mgr.
Montreal—1184 St. Catherine Street, West.....................................Lancaster 1136
J. A. Dupont, Commercial Manager—Quebec Division.
Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CJBC, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.; CBH, Halifax, N. S.

THOMAS F. CLARK CO., INC.
New York—205 East 42nd St..................................................Central 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.
Stations—KOKO, La Junta, Colo.; WTAG, Tallahassee, Fla.; WMJM, Cordele, Ga.; WLAG, La Grange, Ga.; WRLC, Toccoa, Ga.; WCAZ, Carthage, Ill.; KVAK, Atchison, Kansas; KSAN, San Francisco, Calif.; WSNJ, Bridge-
R. H. C. CADENA AZUL

The Only Network That Covers Cuba
Affiliated With C. B. S.

AMADO TRINIDAD, President
ING. CRISTOBAL DIAZ, Vice-President and General Manager
DR. JOSE ROMAGUERA, Secretary

RHC OWNS AND OPERATES THESE STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
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<tbody>
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<td>Habana</td>
<td>CMCY</td>
<td>590 KC</td>
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<tr>
<td>Pinar del Rio</td>
<td>CMAN</td>
<td>1300 KC</td>
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<tr>
<td>Santa Clara</td>
<td>CMHI</td>
<td>570 KC</td>
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<td>Camaguey</td>
<td>CMJN</td>
<td>740 KC</td>
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<td>Holguin</td>
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<td>Santa Clara</td>
<td>COHI</td>
<td>6450 KC</td>
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RHC—Cadema Azul network is equipped with an emergency plant in Havana; also two other plants, the CMGN at Jovellanos, Matanzas Province, on 1310 kc. and the CMJN at Ciego de Avila, Camaguey Province on 1270 kc.

R. H. C. CADENA AZUL
Prado 53, Habana, Cuba

HUMBERTO D. GONZALEZ, U. S. REPRESENTATIVE
220 West 42nd St., New York (18), N. Y., Wisconsin 7-1166
B. FRANK COOK
(Southeastern Representative*)

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

Cox & Tanz

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

New York—A. P. Cox, Executive in Charge, 285 Madison Avenue ... Lexington 2-2450
Stations—228 N. La Salle Street, J. C. Cox, Jr., Executive in Charge ... Franklin

Jacksonville, Fla.—1306 Barnett National Bank Bldg. ... Jacksonville 3-0381
Stations—WJAX, Jacksonville, Fla.; WIOD, Miami, Fla.; WFLA, Tampa, Fla.; WDBQ, Orlando, Fla.; Daniel Boone Network (WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn.; WISE, Asheville, N. C.); WHIO, Dayton, Ohio; WROL, Knoxville, Tenn.

Harry E. Cummings
(Southeastern Representative*)

Toronto, Canada—4 Albert Street ... Adelaide 3385
Hal B. Williams, Manager; Don Copeland, Recording Division Manager; Stan Francis, Production.
Stations—CJLS, Yarmouth, N. S.; HKCH, Hull, Que.; CHLT, Sherbrooke, Que.

Forjoe & Company

New York—19 West 44th Street (18) ... Vanderbilt 6-5080
Joseph Bloom, President; Pat Diamond and Gillett Salke, Sales; Della Janoff, Office Manager.

Chicago—360 N. Michigan Ave., Hal Holman, Manager ... Chicago 5262
Stations—1301 Widener Bldg. ... Rittenhouse 9698

Charles Sall, Manager.

Boston—507 Statler Bldg. ... Hubbard 3225
Robert C. Foster, Gertrude Saxe, Manager.
Owner (now in U. S. Navy.)

R. C. Foster & Company
(New England Radio Advertising)


*Represented on regional accounts only.
FREE & PETERS, INC.

New York—444 Madison Avenue ........................................ Plaza 54130
H. Preston Peters, President; Harold L. Behlke, Jones Scovern, Robert Bender, Frank X. Fitzpatrick, Fred W. Mitchell.

Chicago—180 N. Michigan Avenue ................................. Franklin 6373

Atlanta—322 Palmer Bldg., James M. Wade ........................ Main 5667
San Francisco—111 Sutter Street, A. Leo Bowman .................. Sutter 4353
Hollywood—6331 Hollywood Blvd................................... Granite 3615

James L. Free, Chairman; Charles Gustafson, Hal W. Hoag.


ROMIG C. FULLER & ASSOCIATES
(Northwest Representative*)

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


*Stations represented on a regional basis only.

Personalized Representation
for a limited group of
good radio stations.

ADAM J. YOUNG JR.
INCORPORATED
Radio Station Representative
W. S. GRANT COMPANY

San Francisco—582 Market St., W. S. Grant, General Manager............. Exbrook 6685
Los Angeles—412 W. 6th St., C. J. Evanson, Mgr....................... Vandike 6341
New York—366 Madison Ave........................................... MURray Hill 2-8865
Phil Broderick, Mgr.
Chicago—540 N. Michigan Ave........................................ Del 1055
Frank Back, Mgr.

HOMER GRIFFITH CO.

Hollywood—6362 Hollywood Blvd. (28)......................... Granite 6113
Homer Griffith, Owner and Manager.
San Francisco—681 Market St., (5), R. J. Bidwell, General Manager........ GARfield 5512
Portland ( Ore.)—Studio Bldg........................................... BBeacon 1009
James McLoughlin, Manager.

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-LRX-LRU, Buenos Aires; Blue & White network; LU2, Bahia Blanca; LU8 Bariloche; LV2, Cordoba; LU6, Mar Del Plata; LW2-LRM, Mendoza; LT3, Resistencia; LU12, Rio Gallegos; LU4, Rivadavia; LT3, Rosario; LV9, Salta; LV5, San Juan; LT9, Santa Fe; LV7, Tucuman. Bolivia: CP3-CP2-CP38, La Paz.
Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta Arenas; CD70, Temuco; CA90, Tocopilla; CD132, Valdivia.
Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJHCZ- HJXC, Bogota; HJER-HJEX, Cali; HJAF-HJAE, Cartagena; HJJBB-HJBC, Cucuta; HJFD-HJFB, Manizales; HJJDQ-HJDP, Medellin; HJFE-HJFK, Pereira.
Costa Rica: TIPG, San Jose.
Cuba: CMQ-COCQ, Havana; CMQ Network; CMJL, Camaguey; CMKJ, Holguin; CMHQ, Santa Clara; CMKU, Santiago.
Dominican Republic: HIZ-HI1Z, C. Trujillo.
Guatemala: TGW-TGWB-TGW-C-TGWA, Guatemala City.
Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.
Mexico: XEQ, Cananea; XEBW-XEIX, Chihuahua; HEBL, Culiacan; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEFM, Leon; XEDS, Mazatlan; XEZ, Merida; XEQ-XEQQ, Mexico City; XFT, Monterrey; XEFW-XETF, Tampico; XETB, Torreon.
Nicaragua: YNOW, Managua; YNWX-YNDS, Managua.
Panama: HOK-HPSK, Colon; HOC-HP5A, Panama City.
Puerto Rico: WKAQ, San Juan; WPAB, Ponce.
Paraguay: ZP3, Asuncion.
Uruguay: CX16-CX24, Montevideo; CW7, Carmelo; CW33, Florida; CW43, Lavalleia; CX14-CXA19 & CX18-CXA9, Montevideo; CW35, Paysandú; CW43, Rivera; CW19, Rocha; CW31, Salto; CW41, San Jose; CW46, Tacuarembo; CW45, Treinta Y Tres.
Venezuela: XV6RE-XV6RC, Barcelona; YV5RI-YV5RY, Caracas; QV6RA-YV6RB, C. Bolivar; YV7RA-YV7RB, Camuña; QV1RF-QV1RX, Maracaibo; YV2RC, Merida; YV2RN-XV2RV, San Cristóbal; YV1RC, Truillo; YV4RA-YV4RO, Valencia.

ARTHUR H. HAGG & ASSOCIATES, INC.

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

HEADLEY-REED COMPANY

New York—405 Lexington Ave. .................................................. MUrrey Hill 3-5470
Frank M. Headley, President; Dwight S. Reed, John D. Allison, Vice-Presidents; Pat Sullivan, Ralph W. Barnes, George Backus, Frank Hays, Solicitors.

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

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

Atlanta—120 Marietta St., N.W., (3), E. W. Sweatman .......................... Walnut 1265

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


HOMER HOGAN & CO.

Chicago—410 N. Michigan Ave., Homer Hogan, General Manager ....... Whitehall
Station—KWBU, Corpus Christi, Texas 4488

HAL HOLMAN CO.

Chicago—360 N. Michigan Ave. .................................................. Franklin 0016
Hal Holman, Owner.

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

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

GEORGE P. HOLLINGBERY CO.

Chicago—307 N. Michigan Avenue (1) ......................................... State 2898
George P. Hollingbery, Owner; Fred F. Hague, Frank E. McCarthy, Charles E. Compton, Salesmen.

New York City—420 Lexington Avenue (17) .................................... MUrrey Hill 3-9447
F. E. Spencer, Jr., Manager; Paul J. Senft, Noel C. Breault, George E. Klayer.

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

San Francisco—500 Montgomery St. (4), R. J. Birch, Manager ............... Douglas 4393

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

**INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES**

**New York**—507 Fifth Ave. 
Louis M. Bloch, Jr., Manager.

**Schenectady**—Sacandaga Rd., David W. Borst.


**THE KATZ AGENCY, INC.**

**New York City**—500 Fifth Avenue. 

**Chicago**—307 N. Michigan Avenue. 
G. H. Gunst, Vice-President & Manager; Sidney L. Katz, Lowell E. Jackson, David H. Decker, Roy Miller, Frank B. Heib.

**Detroit**—General Motors Bldg. 
Ralph Bateman, Manager; W. J. Davis.

**Kansas City**—Bryant Bldg. 
W. K. Bailey, Manager, Charles Eatough.

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

**Dallas**—Republic Bank Bldg., Frank Brimm.

**Los Angeles**—530 W. 6th Street. 
Thomas Ray, Mgr.

**San Francisco**—Monadnock Bldg. 
Richard S. Raiton, Manager.


**JOHN KEATING**

**Portland, Ore.**—616 Studio Bldg. (5) 
R. G. Chastain, James McLoughlin, Manager.

**Stations**—KIDO, Boise, Ida.; KRLC, Lewiston, Ida.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKQ, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJJ, Klamath Falls, Ore.; KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KMED, Med-

RAY LINTON & CO.*

New York City—1 E. 42nd Street..........................MUrray Hill 2-1809
Ray Linton, Owner; Blanche Horowitz, Secretary.

Chicago—360 N. Michigan Avenue..........................State 6662
Harold Higgins, Mgr.

*This firm did not answer questionnaire.

MACK RADIO SALES CO.

Camden, N. J.—18th Floor, City Hall....................Camden 0907 or 4523
L. M. Maxwell, Sales Manager.

Stations—WCAM, Camden, N. J.

JOSEPH HERSHEY McGILLVRA, INC.

New York—366 Madison Avenue (17) ....................MUrray Hill 2-8755
Joseph H. McGillvra, President; Eugene H. Kraemer, Albert A. Cormier, N. P. Colwell.

Chicago—35 East Wacker Drive (1) ......................State 5282
Jack Stewart, Manager; Robert S. Russell, Jack Kamsler.

Los Angeles—448 South Hill Street (13) ................Michigan 0921
Forrest Pearson, Lee Willson.

San Francisco—627 Mills Building (4) ..................Sutter 1393
Duncan A. Scott, Dorothy Hill, Maxwell J. Hunter.


J. P. MCKINNEY & SON

New York City—30 Rockefeller Plaza, N. L. O'Brien..................Circle 7-1178
Chicago—400 N. Michigan Avenue................................Superior 9866
Los Angeles—6362 Hollywood Blvd................................Granite 9596
Homer Griffith, Manager.

San Francisco—681 Market St., R. J. Bidwell, Manager ..................Garfield 5512

NATIONAL BROADCASTING COMPANY
(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza................................Circle 7-8300
James V. McConnel, National Manager; W. O. Tilenius, W. C. Roux, Assistant Managers.

Boston—Hotel Bradford, 5E. Kettell..............................Hancock 4261
STATION REPRESENTATIVES

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 C. Vine, Don Norman ..................Hollywood  6161
San Francisco—Taylor & O’Farrell Sts., C. Nielson ..........Sutter  1920
Washington, D. C.—Trans-Lux Bldg., Mahlon Glascock.........Republic
          Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington,
          D. C.; WMAQ, Chicago, Ill.; WOWO-WGL (until 1/45), Fort Wayne, Ind.; WBZ-WBZA,
          Boston-Springfield, Mass.; WEAF, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM,
          Cleveland, Ohio; KYW, Philadelphia, Pa.

NATIONAL BROADCAST SALES LTD.

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

NEW ENGLAND RADIO ADVERTISING COMPANY

Boston—307 Statler Building..........................Hubbard  3225

NORTHERN BROADCAST SALES

Toronto—Bank of Commerce Bldg., Elgin  1165
          R. A. Leslie, Manager; N. D. Brown, C. E. Wingrove.
Montreal—310 Kefer 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 CO.*

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

* Did not answer questionnaire.

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

New York City—330 Madison Avenue, (17), E. Bernald, Manager .... MUrrey Hill  20811
Chicago—228 North La Salle St., F. R. Jones, Manager ..............State  5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley .........Prospect  2622
Hollywood—6362 Hollywood Blvd., H. O. Griffith ...............Granite  1726
San Francisco—681 Market St., S. P. LaDue ...................Douglas  4475
Seattle—White Bldg., Hal Pearce ................................Main  6626

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

155
station network) and OAX4A-OAX4T-OAX4Z, Lima; Puerto Rico: WIAC, San Juan; Montevideo; Venezuela: YV5RA-YV5RN, Caracas and YVIRA-YVIRV and /YIRK-YVIRL, Maracaibo; Newfoundland; VONF-VONGVONH, St. Johns; KFQD, Anchorage, Alaska.

**JOHN E. PEARSON COMPANY**

**Chicago**—360 N. Michigan Avenue.................................................. FRanklin 2359
John E. Pearson, Owner; Kay Fisher, Sales; Suzanne Masterson, Office Manager; Agnes Terrace, Secretary.

**New York**—250 Park Ave.......................................................... PLaaza 8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.

**Kansas City, Mo.**—Dierks Bldg......................................................... 2144
Christine Mitchell, Secretary.


**JOHN H. PERRY ASSOCIATES**

**New York**—310 East 45th St., (17).................................................. MURray Hill 4-1647
William K. Dorman, Manager; W. T. Kelly, W. T. Reither.

**Chicago**—102 S. Michigan Avenue, O. J. Ranft, Manager.............. Harrison 8085

**Detroit**—7333 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 Hitchings, Manager................. Walnut 3555

**Stations**—WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.; WCOA, Pensacola, Fla.

**EDWARD PETRY & COMPANY, INC.**

**New York City**—17 East 42nd Street.................................................. MURray Hill 2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Max Everett.

**Chicago**—100 N. Michigan Avenue.................................................. Delaware 8600
Edward Voynow, Vice-President; John Ashenhurst, Robert Bone, James L. Thompson, Irvin Gross, Buell Herman.

**Detroit**—General Motors Bldg...................................................... Madison 1035
William Cartwright.

**San Francisco**—Russ Bldg., Earle H. Smith........................................ Garfield 4010

**Los Angeles**—601 W. 5th Street, Chester Matson................................... 8729

**St. Louis**—Shell Bldg., George Kercher........................................ Chestnut 7191

RALPH L. POWER
(Australian Representative)

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

RADIO ADVERTISING CO.

New York—521 Fifth Avenue (17). Murray Hill 2-2170-1
Louis J. F. Moore, Manager.
Chicago—333 N. Michigan Avenue (1). Central 1742-3
M. J. McGeehan, Manager.
San Francisco—Russ Bldg. (4). David H. Sandeberg, Manager. Exbrook 2093
Los Angeles—707 South Hill St. (14). J. Leslie Fox. Vandike 1901
Stations—KROC, Rochester, Minn.; WJNO, W. Palm Beach, Fla.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WCLE, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WMBS, Uniontown, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WHKK, Akron, O.

RADIO CENTRE LIMITED

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

RADIO REPRESENTATIVES, LTD.

Toronto—4 Albert Street. WAverly 6151
J. Slatter, General Manager.
Montreal—337 Dominion Square Bldg., W. Dippie, Mgr. HArbour 7811
Stations—CFCN, Calgary, Alta.; CJCJ, Calgary, Alta.; CFRN, Edmonton, Alta.; CKNW, New Westminster, B. C.; CKMO, Vancouver, B. C.; CKPR, Fort William, Ont.; CHGS, Summerside, P. E. I.; CKCH, Hull, Que.; CKCV, Quebec City, Que.; CHLN, Three Rivers, Que.; CHLT, Sherbrooke, Que.; CFQC, Saskatoon, Sask.

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

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

Chicago—410 N. Michigan Avenue. Whitehall 6900
J. Kelly Smith, General Sales Manager; Roger Huston, Western Sales Manager; Sangstrom Hettler, Ted McLoney, J. M. Ward, Wm. Parker.
St. Louis—Mart Bldg., Carter Ringlep, Sales Manager. Central 8240
Charlotte, N. C.—Wilder Bldg., Royal Penny, Sales Manager. Charlotte 3-8833
San Francisco—Palace Hotel. Yukon 1700
Ole G. Morby, Sales Manager for Northern California & the Northwest.
Los Angeles—Columbia Square. Hollywood 1212
Meredith Pratt, Sales Manager for Southern California.

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WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave. ...................................... Andover 5566
William G. Rambeau, Owner; Mary S. Rudd, John R. Livingston, Ila Shaw.

New York City—Chanin Bldg. ........................................ LExington 2-1820
Paul S. Wilson, Manager; Helen Shatsick, Dorothy P. Phillips.

Los Angeles—5833 Fernwood Ave., Fred L. Allen, Manager .............. Granite
Stations—KTKC, Visalia, Calif.; KFMB, San Diego, Calif.; KJBS, San Francisco,
Calif.; KMYR, Denver, Colo.; WNAB, Bridgeport, Conn.; WATR, Waterbury, Conn.; KBUR, Burlington, La.; WJEJ, Hagerstown, Md.; WDSM, Duluth-Superior, Minn.; WDGY, Minneapolis, Minn.; WIL, St. Louis, Mo.; WJTN, Jamestown, N. Y.; WHN, New York, N. Y.; WHEB, Portsmouth,
N. H.; WRAW, Reading, Pa.; WHBO, Memphis, Tenn.; KEVR, Seattle,
Wash.; KFWB, Los Angeles, Calif.; KBON, Omaha, Neb.; KFUN, Las Vegas,
N. M.; WFCI, Pawtucket, R. I.; WTSF, St. Petersburg, Fla.; WCLO, Janes-
ville, Wisc.; KBIZ, Ottumwa, la.; WNBH, New Bedford, Mass.; WOCB,
Cape Cod, Mass.; WTAW, College Station, Tex.

PAUL H. RAYMER CO.

Chicago—435 N. Michigan Avenue (11) .................................. Superior 4473

New York—366 Madison Avenue (17) .................................... MUrray Hill 2-8689
Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Garfield C. Packard.

Detroit—28 W. Adams St. (2), Robert B. Rains .......................... Cherry 8321
San Francisco—Russ Bldg. (4), David H. Sandeberg ........................ Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox, Walter O. Miles ........................ Vandike
Stations—WBRB, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson,
Ariz.; KERN, Bakersfield, Calif.; KKO, El Centro, Calif.; KMJ, Fresno, Calif.;
KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego,
Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford,
Conn.; WDEL, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls,
Kans.; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester,
Mass.; Michigan Radio Network; WXRY, Detroit, Mich.; WOOD, Grand Rapids,
Mich.; KWK, St. Louis, Mo.; WHK, Cleveland, Ohio; KOH, Reno, Nev.;
WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WBKN, Youngstown, Ohio; KEX,
Portland, Ore.; WKBO, Harrisburg, Pa.; WGM, Lancaster, Pa.; WORK, York,
Pa.; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville,
Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy
Bee Line; Tri-Penn Group; WJJD, Chicago, Ill.; WSAI, Cincinnati, O.;

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—WOSH, Oshkosh, Wisc.; WRJN, Racine, Wisc.; WOTM, Mani-
towoc, Wisc.; WIGM, Medford, Wisc.; KGDE, Fergus Falls, Minn.; KVOX,

VIRGIL REITER & CO.

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

"RHC—CADENA AZUL"

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

SEARS & AYER, INC.

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

New York City—295 Madison Ave., P. Joseph Bogner, Jack Martin ........... LExington 2-0772
Kansas City—15 W. 10th St., Wm. Temple, Mgr. ........................ Victor 0021

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**STATION REPRESENTATIVES**

| San Francisco—681 Market St., Edith Olson, Mgr. | Douglas | 4475 |
| Portland—Studio Bldg. (5), James McLoughlin, Mgr. | Beacon | 4107 |
| Seattle—318 Douglas Bldg., R. G. Chastain, Mgr. | Elliot | 3300 |

**Stations—**

**SPOT SALES, INC.**

| New York—400 Madison Avenue | ELdorado | 5-5040 |
| -- | Loren L. Watson, President; Fred Wester, District Manager; Bill Ewing, Acct. Exec.; Griff Thompson, Special Operations. |
| Chicago—360 N. Michigan Ave. | Franklin | 8520 |
| -- | Edgar H. Twamley, District Mgr.; Willie Kissick, Eloise Heath. |
| San Francisco—5 Third St., John Livingston, Dist. Mgr. | EXbrook | 3558 |

**Stations—**

**STOVIN & WRIGHT**

| Toronto—1402 Victory Bldg. | ADeelaide | 9184 |
| -- | H. N. Stovin, Partner; C. W. Wright, Partner; W. Enger, J. Knox, G. Arnot. |
| Montreal—608 Keefer Bldg., J. R. Pearcey, Mgr. | Plateau | 8749 |
| Winnipeg—A. J. Messner, Manager, c/o Radio Station CKY | Winnipeg | 92191 |

| F. Ward, S. L. Irwin. |

**TAYLOR—HOWE—SNODEN RADIO SALES**

| Amarillo, Texas—Radio Building | Amarillo | 4242 |
| -- | Alex Keese, General Manager; O. L. Ted Taylor, Gene Howe, T. E. Snowden, Partners. |
| Chicago—360 North Michigan (1), Tom Peterson, Mgr. | State | 5260 |
| Dallas—805 Tower Petroleum Bldg., C. Melville, Mgr. | Riverside | 5663 |
| Guy Bradford, Assistant Manager. |
| New York City—19 W. 44th St, Jack Keasler, Mgr. | MU | 2-2485 |
| San Francisco—681 Market St. (28) | Garfield | 5512 |
| Seattle—2101 Smith Tower | Elliott | 7417 |

| Stations—| KGNC, Amarillo, Texas; KFYO, Lubbock, Texas; KTSA, San An- |

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

WILLIAM M. TEMPLE

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

TEXAS DAILY PRESS LEAGUE, INC.

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., Don B. Milliken, 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
San Francisco—WIOD, Miami, Fla.; WOR, New York, N. Y.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg., Philip P. Allen, General Manager..... Lynchburg 3032

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


WAXELBAUM & CO.

(Foreign Language Representative)

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—Representative for broadcasting and producing of foreign-language programs only.

WEED & CO.

New York—350 Madison Avenue.................................................... VAndebilt 6-4542
Chicago—203 N. Wabash Avenue.................................................. Randolph 7730
Detroit—General Motors Bldg., Charles M. Adell, Manager.................. Madison 6366
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—KSFQ, San Francisco, Calif.; WTIC, Hartford, Conn.; WWDC, Washington, D. C.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; WSOY, Decatur, Ill.; WNTAX, Springfield, Ill.; WHBU, Anderson, Ind.; WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WHOT, South Bend, Ind.; WBOY, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville,
HOWARD H. WILSON COMPANY

Chicago—75 East Wacker Drive ............................................. Central 8744
Howard H. Wilson, Owner; S. M. Aston, George E. Hallem.
New York—551 Fifth Ave. .................................................. MUrray Hill 6-1230
David F. Crosier, Manager; W. S. Clark.
Hollywood—6362 Hollywood Blvd., Homer O. Griffith .................. Granite 6113
San Francisco—681 Market St., E. Olson, Mgr. ....................... Garfield 5512
Seattle—318 Douglas Bldg., R. G. Chastain, Mgr. ................. Elliott 3300
Portland (Ore.)—Studio Bldg., James McLoughlin, Mgr. .......... Beacon 4107

HELEN WOOD

New York—551 Fifth Ave. (17) ............................................. VAnderbilt 6-0522
Helen Wood, Manager; Lionel E. Colton, Account Executive; Margaret Sands, Office Manager.
Stations—WSRR, Stamford, Conn.; WSNY, Schenectady, N. Y.; WIBX, Utica, N. Y.; Connecticut State Network.

ADAM J. YOUNG, JR., INC.

New York—11 West 42nd Street .......................................... LOnagrace 3-1926
Adam J. Young, Jr., President; Joanna Scott, Secretary.
Chicago—55 E. Washington Street ........................................ Andover 5448
Robert S. Russell, Manager; Dorothy Warner, Secretary.
United Press began supplying news for radio in 1935, the first major service to do so. Every month since then its client list has lengthened. It is the first agency to supply news to all 48 states. Both in the U. S. and abroad, it delivers news to more stations than do all other services combined. First to start, U. P. today is still, and more clearly than ever, first in the radio field.
NEWs SERVICES

**International News Service**
New York—235 East 45th Street............................... MUrray Hill 2-0131

Executives
President.................................................. Joseph V. Connolly
Editor-In-Chief............................................. Barry Faris
Managing Editor............................................ Seymour Berkison
Business Manager.......................................... Walter E. Moss
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

**Radio News Association**
New York—521 Fifth Avenue................................. MUrray Hill 2-8198
President.................................................... Herbert Moore

**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............................................... Robert Vivian

**Transradio Press Service, Inc.**
New York—521 Fifth Avenue................................. MUrray Hill 2-4053-4

Executives
President.................................................... Herbert Moore

**United Press Associations**
New York—220 East 42nd Street............................. MUrray Hill 2-0400

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

"Mark well this evening of September 28, 1944. This is the night television came of age... 'Boise' is to video what the late Thomas Edison's Train Robbery film was to movies, and a decade from now the trade will regard it as such."

—THE BILLBOARD

"Broadway last week had its premiere of 'Bloomer Girl,' but over on Madison Avenue there was an event that may be longer remembered. It was the premiere of 'The Boys From Boise,' the first full-length musical comedy to be written especially for television."

—NEW YORK TIMES

An Original
Televisional
Presentation by
CHARLES M. STORM CO.

Advertising

50 East 42 Street, New York 17, N. Y.
ADVERTISING AGENCIES

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

Key to Symbols of Membership and Recognition Abbreviations

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

AD MASTERS ADV. & PUBLISHING CORP.
519 11th St., N.W., Washington 4, D. C.
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
First Advertising Agency Group
Officers
President..........................J. Lynn Miller
Vice-President..................M. T. Miller
Secretary-Radio Director.....Alicia G. Smithers
Production Manager..........W. H. Hoxie
Radio Accounts Placed—Southern Dairies,
Co., Henry R. Haase Furs, Sydor & Hundley, Inc.

ADVERTISERS BROADCASTING CO., INC.
117 West 46th St., New York 19, N. Y.
Phone BRYant 9-1176
Officers
Executive Director.............M. Keilson
Radio Director................Sholom Rubinstein
Producer......................Jacob F. Keilson
Continuity Chief.............Jacob L. Freedman
Scripts & Commercials........Morris Rivlin
Program Planning...........David M. Hausdorff

Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Jell-O Puddings, Baker's Cocoa); Horowitz-Margareten; I. Rocheach & Sons; R. B. Davis Co. (Cocomalt, Davis Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); Francis H. Leggett Co. (Premier Food Products); American Home Products (Anacin, Bisodol, Kolynos Tooth Paste and Powder, Old English Household Products, Dextra, New Hair Groom); Best Foods Co. (Heckers' Cream Farina, H-O Oats, Hillman's Mayonnaise); Ralston Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine Desserts); Ex-Lax, Inc. (E-Lax); Dugan Brothers (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); Breakstone Bros. (Breakstone's Food Products); "The Junket Folks"; General Baking Co. (Bond Bread & Cakes); Florida Citrus Exchange (Florigold Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury's Farina).
Russel M. Seeds network shows on the air today - - -

★ "Raleigh Room” with
HILDEGARDE
for Brown & Williamson Tobacco Corporation

★ "Carton of Cheer” starring
HENNY YOUNGMAN with
CAROL BRUCE & EDDIE HOWARD'S BAND
for Brown & Williamson Tobacco Corporation

★ "People Are Funny”
for Brown & Williamson Tobacco Corporation

★ "Reveille Roundup” with
THE GOLDEN GATE QUARTETTE
for The Grove Laboratories, Inc.

★ "World News Parade” with
MAX HILL
for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, Advertising
Palmolive Building Chicago 11, Illinois

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ADVERTISING AGENCIES

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

AETNA ADVERTISING AGENCY
176 Broadway, New York, N. Y.
Phone, Circle 7-7510
ABP
Officers
President.........................Lawrence S. Morris
President.........................Julia Morris
Radio Accounts Placed—WOR (Iceland and Latin Quarter), WJZ (Follow the Girls), WMCA (Blackstone Hotel, Miami, Fla.).

ALLEN & REYNOLDS, INC.
833 Insurance Bldg.
Omaha, Neb.
Phone Atlantic 4445
ANPA—APA—ABP
Officers
President-Treasurer...............Earl Allen
Executive-Vice-President-Secretary.
Milton H. Reynolds
Vice-President....................Harold Roll
Vice-President....................Robert Savage

R. H. ALBER CO.
151 So. Broadway, Los Angeles 15, Calif.
Phone 3Prospect 3331
ANPA
President..........................R. H. Alber
Spot Time Buyer...................Pauline Hagen

ALLIED ADVERTISING AGENCIES
167 S. Vermont, Los Angeles 4, Cal.
Phone, Drexel 7331
Officers
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

ANFENGER ADVERTISING AGENCY, INC.
1706 Olive St., St. Louis, Mo.
Phone Chestnut 6380
AAAA—ABP—ANPA—PPA
Officers
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 Winius
Radio Director....................Bill Ryan
Asst. Radio Dir...................Rita White Hennessy

ANDERSON, DAVIS & PLATTE, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-4868
PPA — ANPA
Officers
President.........................T. H. Anderson, Jr.
Vice-President....................H. H. Smith
Secretary-Treasurer-Time Buyer...Lewis G. Van Akin
Branch Office
821 15th St., N.W., Washington, D. C.
Phone NA 7142

ANIOL & AULD
Transit Tower, San Antonio, Tex.
Phone Fannin 9148
ABP—SNPA—SAAA
Officers
President..........................Claude B. Aniol

ARROW ADVERTISING AGENCY
79 Wall St., New York 5, N. Y.
Phone WHitehall 4-8193
Officers
Radio Director....................Rosetta Valenti
Space Buyer......................Angelo Sava
Copy Chief......................H. D. Kline
Marketing Dir....................Wm. Balog
Radio Accounts Placed—Colonial House Candies, Central Opera House, Times Sq. Motors, David's, Ridd Labs., Inc., Furniture Industry of America.
THE DANNY KAYE SHOW

with HARRY JAMES
and his MUSIC MAKERS
PABST BREWING COMPANY
PABST BLUE RIBBON BEER

“The Metropolitan Opera Presents”
THE SHERWIN-WILLIAMS COMPANY
PAINTS

Guy Lombardo
and his Royal Canadians
LARUS & BROTHER CO., INC.
CHELSEA CIGARETTES AND EDGEWORTH PIPE TOBACCO

TANGEE
"Serenade"
with SAMMY KAYE
GEORGE W. LUFT COMPANY

TANGEE
"Varieties"
with Sammy Kaye, Paul Winchell
and Jerry Mahoney
...TANGEE COSMETICS

WARWICK & LEGLER, INC.
NEW YORK CITY, N. Y. • HOLLYWOOD, CALIFORNIA
ADVERTISING AGENCIES

ASSOCIATED ADVERTISING AGENCY, INC.
Florida Natl. Bank Bldg., Jacksonville 2, Fla.
Phone 3-1253
ABP—SNPA—PPA

Officers
President .................. M. Thayer Newman
Executive Vice-President ...... Hunter Lynde
Vice-President .................. Gordon Stewart

THE AIKIN-KYNETT COMPANY
1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810
AAAA — ABC — NOAB — ABP — ANPA
PPA — SAAA . . SNPA

Officers
Senior Partner-Time Buyer...... H. H. Kynett
Partner .................. A. K. Aitkin
Partner .................. M. E. Goldman
Radio Director .................. D. Langan


ATHERTON & CURRIER, INC.
420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-8795
ABP—ANPA—PPA

Officers
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

AUBREY, MOORE & WALLACE, INC.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA

Officers
President .................. James T. Aubrey
Vice-Presidents .......... John C. Moore,
Radio Time Buyer-Production. John H. North


N. W. AYER & SON, INC.
West Washington Square Philadelphia 6, Pa.
Phone Lombard 0100
ANPA—PPA—ABP—APA—OAAA

Officers
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
Talent .................. Marge Kerr
Comm. Copy Director ............ Philip A. Young
Business Manager ............ T. J. McDermott
Chief Time Buyer ............ Clarence G. Cosby
Radio Publicity ............ Wauhullau 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 3300

Manager .................. Thomas Jack Henry
231 Billingham Bldg., Honolulu 16, Hawaii
Manager .................. John S. Cooney
Grosvenor House, Park Lane
London W1, England

Manager .................. Mortimer Bryans


Television Accounts Placed—Atlantic Refining Co.

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JIM WALDROPP
NBC, Radio City—N. Y.
Featuring Fine Announcing
Current Sponsors Include . . .
Procter & Gamble, Goodyear, Cuticura, Brown Shoe Co., VITAMINS-Plus, City Mills

RAY-TELE • 604 FIFTH AVENUE • BRyant 9-5365

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BARNES CHASE COMPANY
530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
ABP—ANPA
Owner....................................Norman R. Barnes
Production Manager.............Wm. M. Price
Radio Director.........................Ruth F. Almstedt
Branch Office
1121 South Hill St., Los Angeles 15, Calif.
Phone 6Prospect 4118
Manager.................................E. W. Rutledge

BADGER AND BROWNING
& HERSEY, INC.
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-3270
ANPA—PPA—ABP
Officers
President ....................................R. W. Hersey
Chairman of Board ....................J. L. Badger
Treasurer ..................................F. S. Browning
Radio Director .........................Mrs. Marjorie de Mott
Time Buyer...............................Marjorie H. W. Mallinson, Jr.
Affiliated Agency
Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

BALDWIN & STRACHAN, INC.
370 Delaware Ave., Buffalo 2, N. Y.
Phone Washington 6854
ABP—ANPA—PPA
President..............................Wm. Baldwin
Vice-President & Treasurer........Kenneth Strachan
Radio Director.........................J. F. Higgins
Production Manager...................Roy Runk
Publicity.................................George Doherty
Copy.....................................Miss Clara Crane
Director of Radio & Television...J. F. Higgins
Radio Producer.......................J. F. Higgins

BARLOW ADVERTISING AGENCY, INC.
309 Syracuse-Kemper Bldg., Syracuse 2, N. Y.
Phone 3-0131
APA—PPA—ABP
Officers
President...............................E. S. Barlow
Vice-President.........................E. S. Crawford
Vice-President.........................H. H. Goodhart
Secretary...............................E. C. Watkins
Production Manager..................F. B. Tompkins
Copy Chief..............................J. J. Hines
Art Director............................H. C. Millard
Radio Manager.........................Wallace M. Hughes

BARRONS ADVERTISING CO.
1737 Mc Gee St., Kansas City, Mo.
Phone Harrison 7730
ABP—ANPA—PPA
Officers
President & Treasurer.............Wheeler Godfrey
Vice-President.........................Frank H. Little
Secretary.................................A. W. Durr
Art Director............................Frank MacDonal
Account Executives....................Ralph S. Page,
Floyd L. Doan
Radio Dept.
Time Buyers.............................H. W. Godfrey,
Frank H. Little
Production Director....................Floyd L. Doan
Radio Accounts Placed—Dr. W. L. Wilson,

TED BATES, INC.
630 Fifth Avenue, New York, N. Y.
Phone Circle 6-9700
AAAA—ANPA—PPA—NAOB—ABC—ABP—ABP
Officers
President & Treasurer.............Theodore L. Bates
Asst. to Pres. & Chmn. of Plant Creative Board..............Thomas Buechner
Executive Vice-President........Joseph R. Busk
Vice President-Secretary.........Thomas J. Carnese
Vice President-Director of Media-
Asst. Secretary.......................Edgar Small
Vice-President and Director of Radio
Tom Revere
Time & Space Buyers..................Richard Mann,
MacDonald Dunbar, R. J. Fiechter,
Assistant Treasurer............Carlos Justiz
Vice-President & Director of Research......Clifford Parnells
Radio Accounts Placed—Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Octagon Soap Products, Palmolive Brushless and Lather Shave Cream, Crystal White Soap Products); Continental Baking Co., Standard Brands, Inc. (Royal Gelatin, Royal Puddings, Royal Baking Powder); Carter Products, Inc.
YANKEE Roundup

21 Hometown Stations give you the reach of the range—inclusive local coverage of every downtown and neighborhood shopping center patronized by the listeners of 2,055,010 radio homes... a potential audience of 8,377,543 out of New England's 8,437,290 population.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS.
Nationally Represented by EDWARD PETRY & CO., INC.
BATTEN, BARTON, DURSTINE & OSBORN, INC.
383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800
AAAA
Officers
President ......................... Bruce Barton
Chairman of Executive Committee— Vice-President & Treasurer— F. R. Feland
Chairman of Board ................ Alex Osborn
General Manager & Vice-President, B. C. Duffy

Executive Vice-President for Western Offices John C. Cornelius
Vice-President-Director of Radio, Arthur Pryor, Jr.
Asst. Director of Radio— Oliver M. Presbrey
Radio Research .............. Harry I. Woodworth
Radio Merchandising........... Jack Moore
Local Radio Mgr................ Gertrude Scanlan
Chief Story Editor............. George Kondolf

Radio Producers and Writers:

Business Manager,
Radio Dept.................... Frank Silvernail
Time Buyers .................. Jim Moore, Elenore Scanlan, Robert Milan, Katherine V. Winn

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

Branch Offices
919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

Vice-President .................... R. B. Barton
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

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

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

Vice-President .................. Francis W. Hatch
Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone Bridgeport 8881

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

Vice-President .................. C. L. Davis
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

Vice-President .................. Wayne Tiss
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017

Vice-President .................. Charles H. Ferguson
Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 1354

Vice-President ................. W. B. Geissinger
New Center Bldg., Detroit 2, Mich.
Phone Madison 4816

Manager ....................... F. Plummer Whipple


BENNETT, WALThER & MENADIER, INC.
69 Newbury St., Boston, Mass.
Phone Kenmore 3820

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

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

BENTON AND BOWLES, INC.
444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400
AAAA—ANPA—PPA—ABP

Officers
Chairman of Board............. Atherton W. Hobler
President ..................... Clarence B. Goshorn
Executive Vice-Pres........... William R. Baker, Jr.
Sey.—Treas.................... Edward R. Beach

Radio Dept.
Vice-Pres. in Charge of Radio— Walter Craig
Adm. Assistant ............... Marion Connolly
Business Manager............. Charles Gannon
Supervisor of Daytime Radio— Kirby Hawkes
Script Editor ................ Roy Bailey
Casting Director .............. Rita Dugan
Vice-Pres.—Media ............ H. H. Dobberstein
Time Buyer ................... Roland Van Nostrand
FOR QUALITY AP!
Spot Time Buyer ..................... Ruth Jones
Producers .................. Don Cope,
Le·slie Harris, Keith MacLeod, Tom McDermott, Dodie Yates, Hugh Hole
(Spots, hitchhikes, etc.)

Television Dept.
Director .................. Herb Leder
Branch Office
Phone Hillside 9151
West Coast Representative .......... Al Kaye
Business Manager .................. Betty Buckler

Radio Accounts Placed—General Foods
Corp. (Maxwell House Coffee, Diamond
Crystai Salt, Baker’s Chocolate, Post Toasties,
Certo, Log Cabin Syrup, Sure-Jell, Post’s
40% Bran Flakes, Post’s Raisin Bran, Gaines
Dog Food), Prudential Insurance Co., Procter & Gamble Co. (Tory Snow, P. & G. White
Laundry Soap).

BERMINGHAM, CASTLEMAN &
PIERCE, INC.
136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—
AAAA—PPA
Officers
President .................. Arch Birmingham
Executive Vice-President .......... Stewart Wark
Secretary-Treasurer ........... Winston H. Hagen
Radio Director .............. George C. Castleman
Television Dept. .......... Paul Wing

Radio Accounts Placed—Griffin Manufac-
turing Co., Inc., Conti Products Corp., Frank
H. Lee Co., Berst-Forster-Dixfield Co., E.
Pritchard, Inc.

FRANK BEST & CO., INC.
9 Rockefeller Pl., New York 19, N. Y.
Phone Circle 7-6760
ABP—ANPA—PPA—PRB
Officers
President .................. Frank Best
Vice-Presidents .............. I. Marks, W. Taegen
Secretary .................. V. R. Best
Time Buyer .................. A. H. Van Buren

Radio Accounts Placed—Geo. W. Helme
Co., Prince George Hotel, C-O-Two Fire
Equip. Co., Union News Co., Nassau Smelting
& Refining Co.

THE BIOW CO., INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 6-9300
Officers
President and Treasurer........ Milton H. Biow
Secretary .................. Richard M. Biow
Vice-President ................ E. J. K. Bannart
Vice-President ................ L. W. Thomas
Asst. to the President ........ C. H. Wolfe

Radio Dept.
501 Madison Ave.
Business Manager .......... Frank C. Barton, Sr.
Director of Production .......... Stanley Joceloff*
Eastern Production Manager .......... Walter Lurie
Talent Buyer .................. Lucille Webster
Time Buyer .................. Maria White
Bulova Station Relations ....... C. A. Snyder
Special Program Writer ......... Edith Oliver
Asst. to Business Mgr. ......... Stanley Puler
Program Coordinators ........ Betty Mandeville,
Elizabeth Ready, Alfred Klinger
Producers .................. Harry Spears,
Max Marcin, Hal Block

* Joined from Blue Network, March 15.

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

Radio Accounts Placed—The Procter and
Gamble Co., Bulova Watch Co., Hillman
Periodicals, Inc., Hills Brothers Co., Schen-
ley Corp., Hunt Brothers Packing Co., San-
Nap-Pak Co., Inc., M. & M. Candy Ltd.,
Philip Morris & Co. Ltd., Inc., Lady Esther
Co., Ltd., Evershar, Inc.

THE BLACKSTONE COMPANY
221 W. 57th St., New York 19, N. Y.
Phone Circle 7-7827
Officers
Owner .................. Milton Blackstone
Associate .................. Jack Steiner
Manager .................. Gladys B. Berju
Copy Director .............. Homer Millard
Art Director ................ Edward M. Hawkins
Production Manager .......... Harry Dobrin
Space Buyer ................ Belle Appelbaum
Account Executives ........ Charles Kondla,
Robert Towers, Mortimer Curtis, Jean
Epstein

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

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

Radio Accounts Placed—The Brass Rail,
Century Theatre Circuit, Copacabana, Fabri-
kant Brothers (diamonds), Pedro & Olga
Dance Studios, Rogers’ Corner, Steuben
Tavern, Crossroads, Zanzibar, Eureka Ship-
THE BLAINE THOMPSON CO.
234 W. 44th St., New York 18, N. Y.
Phone, BRyant 9-2480
ANPA—PPA
Officers
President-Treasurer.................Myer Lesser
Vice-President....................John J. Shubert, Jr.
Vice-President..........................Marlo Lewis
Radio Director......................Richard Ash
Copy Chief.............................Budd Getschal

W. EARL BOTHWELL
ADVERTISING AGENCY
Phone Court 6565
AAA—ABP—ANPA—PPA
Officers
President......................W. Earl Bothwell
Secretary-Treasurer..............A. A. Logan
Radio Director....................H. B. Trautman
Time Buyer.........................T. H. Black, Jr.
Asst. Radio Director.............Emily Wilson
Radio Accounts Placed—P. Duff & Sons, Inc. (Duff’s Baking Mixes).

BOTSFORD, CONSTANTINE &
GARDNER
115 SW 4th, Portland 4, Oregon
Phone Atwater 9541
AAA—ANPA—PPA—ABP
SNPA—NOAB
Officers
President....................David M. Botsford
Treasurer....................Merle W. Manly
Secretary....................C. P. Coykendall
Vice-President.....................C. P. Constantine
Branch Offices
Central Bldg., Seattle 4, Wash.
Phone Elliott 3523
Vice-President.................C. P. Constantine
Russ Bldg., San Francisco 4, Cal.
Phone Exbrook 7565
Vice-President............Stanley G. Swanberg
629 So. Hope St., Los Angeles 14, Cal.
Phone Michigan 1427
Vice-President...........Hassel W. Smith
Empire State Bldg., New York 1, N. Y.
Phone Pennsylvania 6-7871
Radio Accounts Placed—Tillamook County Creamery Assn.

STANLEY G. BOYNTON AGENCY
Phone TRinity 1-2552
ABP—ANPA—PPA
President......................Stanley G. Boynton
Vice-President....................L. C. Boynton
Secretary....................V. V. Cory
Treasurer....................C. Taylor
Program Director, Asst. to Mr. Boynton, Larry Payne
Traffic Manager..................Ruth Grinnewald
Radio Producer...................Larry Payne

Branch Offices
17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086
Radio Accounts Placed—Radio Bible Class,
Wesley Radio League, American Society of
Industrial Engineers, Old Fashioned Church
of the Air, Calvary Hour, Your Fellowship
Hour, First Church of the Nazarene—Detroit,
New World Coming, Highland Park
Baptist Church, Devotional Hour, Your Worsh
Hour, Chicago Evangelistic Institute,
Michigan Conference Seventh Day Adventists,
National Tennis Matches.

THE J. CARSON BRANTLEY
ADVERTISING AGENCY
O-N Building, Salisbury, N. C.
Phone 900
Officers
General Manager..........J. Carson Brantley
Treasurer..................Robt. C. Lyerly
Time Buyer.....................A. N. Cheney
Radio Accounts Placed—Stanback Co., R. J.
Reynolds Tobacco Co. (Brown’s Mule Plug
Tobacco), Duke Power Co., Owen Drug Co.

R. C. BRETH, INC.
310 Pine St., Green Bay, Wis.
Phone Howard 134
ABP—ANPA—PPA
President......................R. C. Breth
Radio Accounts Placed—Home Mutuals Ins
urance Co., Western States Mutual Auto Ins,
Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN
& STAFF
310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 0276
ANPA—APA—PPA—NOAB
Officers
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
Vice-President....................R. T. Van Norden
Radio Accounts Placed—Arce Breweries,
West Coast Soap Co., Peter Paul, Inc.,
Moore’s Clothing Co., Par Soap Co., The
Shasta Water Co., Sunset Magazine, Par-T-
Pak, Golden Grain Macaroni Co., S. & W.
Fine Foods, Nicholas Johnston (Photogra
phers), Robert Wallace Furs.
BRESNICK & SOLOMONT
216 Tremont St., Boston 16, Mass.
Phone Liberty 4732
ABP—ANPA—PPA
Officers
Principal....................Oscar Bresnick
Principal....................Chester L. Solomont
Account Executives...........Joseph Blue,
Arthur Cohen, George J. M. Riseman.
Radio Accounts Placed—Federal Savings &
Loan Assn. of New England, Dawson’s
Brewery, Inc., M. Hoffman & Co.

BROADCASTING ADVERTISING CO.
3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone, EXposition 1339
Officers
Owners......................Van C. Newkirk
Office Manager..............Betty Culbert
Radio Accounts Placed—Crew of Good
Ship Grace, Inc., Floyd B. Johnson, Grace
Dotson, Calvary Assembly.

BROOKS ADVERTISING AGENCY
416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA
Officers
General Manager...............A. R. Brooks
Secretary .....................B. Brausberg
Time Buyer....................A. R. Brooks
Copy Chief....................Anne Miller
Production ....................M. Jackson
Art Director..................A. L. Lee
Acct. Exec. .................Frank McMahon
Copy ......................Rose Kandell
Radio Accounts Placed—Bekins Moving &
Storage, Citizens Nat’l Trust & Savings Bank,
Bekins Van & Storage Co., Everest & Jen-
nings, Golden West Products Co., Roland J.
Laupel Co.

BROOKE, SMITH, FRENCH &
DORRANCE, INC.
82 Hancock Ave., East, Detroit 1, Mich.
Phone Columbia 0660
52 Vanderbilt Ave., New York 17, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP
— NOAB
Officers
Chairman of Board............Sturges Dorrance
President ....................William 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
Radio Accounts Placed—Detroit; Goebel
Brewing Co., Hudson Motor Car Co., New
York; State of Maine, Church & Dwight,
Christmas Club.

D. P. BROTHER & CO., INC.
General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
AAAA—ANPA—ABP—NOAB
Officers
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 7-7661
ANPA—PPA—APA
Officers
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., Manhattan Soap
Company, Johnson Candy Co., Fashion
Frocks.

CHARLES BRUNELLE ADV. AGENCY
15 Lewis St., Hartford, Conn.
Officer
President ....................Charles Brunelle
Radio Account Placed—Sage-Allen & Co.,
Inc.

BUCHANAN & COMPANY, INC.
1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA
Officers
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

BUCHANAN-THOMAS
ADVERTISING CO.
412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA
Officers
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
Officers
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-President—Radio ..... Frank W. Ferrin
Time Buyer ................ Pauline Watros
Radio Producers .......... Harry Eldred, Arthur Jacobson, Don Bernard, Fred Jacky

BERT BUTTERWORTH AGENCY
1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

BYER & BOWMAN
203 East Broad St., Columbus, Ohio
Phone Main 3276
ABP—ANPA—PPA
Partners .............. Herbert Byer, Gus K. Bowman, Joel M. Burghalter

HAROLD CABOT & CO., INC.
24 Milk St., Boston 9, Mass.
Phone HANcock 7690
AAAA—ANPA—APA
Officers
President-Treasurer .......... Harold Cabot
Executive Vice-President .... Henry W. Patterson
Vice-President ................ Donald D. Douglass
Vice-President ................ John E. Kennedy
Vice-President—Art Director George R. Griffin
Time Buyer .................. Jacqueline Adams

CAHN-MILLER, INC.
413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7
PPA
Officers
President .................. Louis F. Cahn
Vice-President ............ C. LeRoy Miller
Account Exec ................ George Gettman
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
Officers
Secretary-Treasurer .......... R. P. Clayberger
Radio Program Mgr ........... C. H. Miller
Asst. Manager ................ T. H. Young

Branch Office
333 No. Michigan Ave., Chicago 11, Ill.
Radio Dept. Manager .......... R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc., Oakite Products, Inc.

CAMPBELL-EWALD CO., INC.
(Eastern Division)
10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383
AAAA—ABP—ANPA—PPA—NOAB
Officers
President & Gen. Mgr ........ F. D. Richards
Exec, Vice-President ........ W. E. Blodgett
Space & Time Buyer ........ E. A. Elliott
Radio Director ................ R. F. Hackengert
Art Director .................. W. A. McNabb
Research Director ............... J. L. Spencer
Copy Director ................ Sherwood King
Publicity Director .......... Joseph A. Bond

Television Dept.
Chairman of Committee .......... Elmo Ecker
Radio Accounts Placed — United States Rubber Co., Vita Var Corp.
CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—ABP—PPA—PRB—
APA—ABC
Officers
President..........................Henry T. Ewald
Vice-Pres. & 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......E. W. Clements
714 W. Olympic Blvd.,
Los Angeles, Cal.
Richmond 6204
Vice-Pres-Manager.............R. H. Crooker
Radio Accounts Placed—General Motors
Corp., Consolidated Royal Chemical, Foul'ds
Macaroni.

CAMPBELL-MITHUN, INC.
1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATlantic 3231
ANPA—PPA—APB—AAAA—SNPA—
SAA—PRB
Radio Dept.
Radio Director...............Louis M. Knopp
Time Buyer....................Arthur H. Lund
Branch Office
1024 Palmolive Bldg.
Chicago 11, Ill.
Radio Dept.
Radio Copy.....................Donald Gardner

THE CAPLES COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone ReXington 2-0850
ANPA—PPA—APA—NOAB
Officers
President..........................R. C. Caples
Vice-President................Lynn B. Clarke
Radio Dept.
Director of Radio.........Maxine Keith
Time Buyer...............Ruth D. Folster
Producer........Maxine Keith
Television Dept.
Director of Television........Maxine Keith
Branch Offices
225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President...............R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107
Radio Department Head........Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143
Manager..................Arthur Caron
Radio Accounts Placed—American Express; Union Pacific Railroad; Chicago &
North Western Railway; Railway Express
Illinois Central.

CARTER ADV. AGENCY, INC.
609 Minnesota Ave., Kansas City, Kansas
Officers
President........................Charles W. Carter
Vice-President........Wm. G. Rowe
Secy-Treas........Josephine Dallin
Branch Office
912 Baltimore Ave., Kansas City, Mo.
Radio Accounts Placed—Helzberg's Jewelers,
Rushon Baking Co., Marshall's Auto
Stores, Inter-State Bldg. & Loan Association.

R. H. CARY, INC.
(formerly Cary-Ainsworth, Inc.)
908-10 Liberty Bldg., Des Moines 9, Iowa
Phone 4-0375
ABP—ANPA—PPA—APA
Officers
President........................R. H. Cary
Secretary.......................Evonne Kordick
Director of Radio...........R. H. Cary
Account Executive..........A. W. Little
Air Dir., & Prod. Mgr........R. M. Williamson
Time Buyer..................Evonne Kordick
Radio Accounts Placed—Chamberlain Sales
Corporation, Oelwein Chemical Co., Thompson
Hybrid Corn Co., Thic House Products Co.,
Hawkeye Casualty Co.

CASANAVE & PEARSON, INC.
1600 Broadway, New York 19, N. Y.
Phone Circle 6-1647
Officers
President.........................Chas. Casanave
Vice-President...........Edward P. Casanave
Radio Accounts Placed—Cooper Safety Ra-
zor Co.

CECIL & PRESBREY, INC.
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-8200
ANPA—AAAA—PPA—APA—NOAB
Officers
Ch. Bd.........................Chas. Presbrey
Dir., Radio, Tele., Public Relations,
179
COWAN & DENGLER, INC.
527 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-0940
ANPA — PPA — NOAB — APA
Officers
President..................Stuart D. Cowan
V-P, Secretary-Treasurer......H. W. Dengler
Media Director-Time Buyer,
          Miss A. Marie Maus
Office Manager..............William Erichs
Radio Accounts Placed—American Agricultural
            Chemical Co., Ebo Aircraft Corp., Is-
            brandten-Boler Co., Inc.

THE CHERNOW COMPANY
350 Fifth Ave., New York 1, N. Y.
Phone, Pennsylvania 6-7037

NELSON CHESMAN COMPANY
Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-1942
SNPA
Officers
Pres. & Treas................Henry Tritschler
Vice-Pres........................John E. Fontaine
Time Buyer......................H. Tritschler
Radio Accounts Placed—The Chattanooga
         Medicine Co., Fleetwood Coffee Co., South-
         ern Agriculturist.

THE CLEMENTS COMPANY, INC.
Phone Rittenhouse 0236
Officers
President-Treasurer...........I. W. Clements
Vice-President-Secretary......E. D. Masterman
Director of Radio................Alice Clements
Radio Accounts Placed—Network: Modern
            Food Process Co., F. G. Vogt & Sons, Pharma-
            co, Inc., Hudson Coal Co., Horn & Hardart,
            Certified Milk Assn.

RUSSELL C. COMER ADVERTISING
CO.
Land Bank Building, Kansas City, Mo.
Phone Harrison 3964
APA
Officers
President........................Russell C. Comer
Vice-President..................John C. Fehlandt
Secretary........................A. M. Rockie
Treasurer......................Cecil W. Trapp
Recording Engr................F. Ries

THE CONNER COMPANY
116 New Montgomery St.,
San Francisco 5, Cal.
Phone, Yukon 0196
APA—ABP
Officers
President....................Edward W. Connor
Exec. Vice-President..........Robert W. Conley
Treasurer.....................Denis Muir
Production Manager...........Joan McAuliffe
Account Executives...........E. W. Connor,
                        Robert W. Conley, Denis Muir, Robert
                        Kornfeld

COOLIDGE ADVERTISING CO.
308-311 Insurance Exchange, Des Moines, Ia.
Phone 2-0221
AAAA — ABP — ANPA — PPA — APA
Officers
President....................Paul Blakemore
Vice-President...............Henry Kroeger
Production Manager...........N. E. deReus

DON COUPER
441 Lexington Ave.
Phone, Murray Hill 2-2109

CRITCHFIELD & COMPANY
720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA — APA — PPA — NAOB
Officers
President....................Scott S. Smith
Secretary........................R. C. Strymiger
Vice-President...............E. P. Nesbitt
Radio Director................M. E. Blackburn
Radio Accounts Placed—Wheeling Steel Corp.

HERBERT CHASON COMPANY
232 Madison Ave., New York 16, N. Y.
Phone Murray Hill 3-6336-7
ABP
Officers
President....................Herbert S. Chason
Radio Account Placed—Mack Drug Co.

C. P. CLARK, INC.
2411 West End Ave., Nashville, Tenn.
Phone 7-6602
ABP — ANPA — PPA — SNPA — NOAB
First Advertising Agency Group
Officers
President-In Charge of Radio......C. P. Clark
Secretary-Treasurer...............D. G. Goodwin

COMPTON ADVERTISING, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800
SNPA
Officers
President....................Richard Compton
Executive Vice-President..........Trell Yocum
Vice-Pres., Secy. & Treas........Leonard T. Bush
Vice-Presidents................Harold S. Barnes,
                        Gordon Aymar, Craig Davidson, Guy
                        Richards, Edward Battey, Jr., Frank
                        Griffin, Robert D. Holbrook, John K.
                        Strubing, Jr.
Mgr., Radio Dept..............Lewis H. Titterton
Program Mgr. & Tele Dir.........Wyllis Cooper
Casting Director................Isabel Olmstead
Publicity Director...............Virginia Travers
Head Time Buyer ................... Frank Kemp
Radio Time Buyers ................. Fred Apt, Harriet BelLille, Henry Clochessey, Jean Lawler
Business Manager ................ Helen Shervey
New Program Buyer ................ Joan Geddes
Asst. Television Directors ............ James Manilla, Jose Di Donato
Branch Offices
Socony Vacuum Bldg., Chicago, Ill.
Manager ...................... L. O. Holberg
New Center Bldg., Detroit, Mich.
Manager ..................... R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager ...................... Merrell Boyce
Gwynne Bldg., Cincinnati, O.
Manager ................ Robert Marsh
411 E. Mason St., Milwaukee, Wis.
Manager ................ Harry Scott
Manager .................. Murray Bolen

JOHN GOLBERT CRAIG ADV.
903 Shipley St., Wilmington, Del
Phone 6185
PPA—ANPA—ABP—APA—NAAN
Officers
President .................... J. C. Craig
Vice President .................. R. V. Craig
Sec. & Treasurer ............... K. W. Anderson

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500
AAAA — ABP — ANPA — PPA
APA — NOAB
Officers
President .................. A. W. Seiler
Executive Vice-President ...... H. N. Pasteur
Vice-Presidents .............. L. H. Ness, C. W. Faude
Director of Media ......... L. H. Ness
Time Buyer ................. Loretta Mahar
Radio Director .............. J. S. Stolzoff
Chief Continuity Writer ...... Elizabeth Taft

CRUTTENDEN & EGER
64 E. Lake St., Chicago 1, Ill.
Phone Central 7830
PPA—ANPA—ABP
Owner ......................... Edmond I. Eger
Acct. Exec. ....................... Patrick Shannan
Radio Account Placed—Admiral Corporation.

D'ARCY ADVERTISING COMPANY
Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA—SNPA—NOAB
Officers
President ..................... W. C. D'Arcy
Secretary-Treasurer .......... C. C. Pangman
Branch Offices
515 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-5435
Vice-President in Charge of Radio ...................... Alfred N. Steele
Radio Dept. ................... J. T. Irvine
Wallace Pfueger
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Vernon 0021
J. H. Kinsella
90 Broadview Ave., Toronto, Canada
Gramont Altenbernd
Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.
706 Chestnut St., St. Louis, Mo.
Phone Main 0790-0791
ABP — PPA
Officers
President-Time Buyer ........ James M. Daugherty
Service Director .......... Joseph E. Schmitt

DANCER-FITZGERALD-SAMPLE
221 No. La Salle St., Chicago 1, Ill.
Phone State 3800
ABP—ANPA—APA—PPA—ABC—NOAB
Executives
Partners ...................... H. M. Dancer, C. L. Fitzgerald, J. G. Sample
Treasurer ...................... Paul Keenan
Radio Dept.
Radio Dir. ...................... 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 2-700
Partner .......... H. M. Dancer
Acct. Execs. .......... Frank A. Kearney,
Robert A. McNell, Joseph I. Falstrant,
A. W. Spence, George G. Tormey, Henry
W. Doyle, James Duffy, E. J. Fitzgerald,
Walter Holt
Radio Acct. Exec. ........... Carl Stanton
Room 1014, Taft Building, 1680 Vine St.,
Hollywood, Calif.
Phone Hempstead 0716
Manager .......... Craig Maudsley
Radio Talent .......... Ann Parks,
Eugene Powers, Suzanne Black

BEN DEAN ADVERTISING AGENCY
207 Houseman Bldg., Grand Rapids, Mich.
Phone 8-0666
APA—ABP
Owner .......... Ben Dean
Asst. .......... Mildred Juneau

DOE-ANDERSON ADVERTISING AGENCY
308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
ANPA—PPA—SNPA—ABP—AAA
Officers
President .......... Elmer H. Doe
Account Executive .......... Warwick Anderson

DOREMUS & CO.
120 Broadway, New York 5, N. Y.
Phone Rector 2,1600
ANPA—PPA—APA—ABP—NOAB
Officers
President .......... Wm. H. Long, Jr.
Exec. Vice-President .......... W. H. Burnham
Treasurer .......... R. E. Williams

JOHN C. DOWD, INC.
Park Square Bldg., Boston, Mass.
Phone Hubbard 8050
Officers
President-Radio Director .......... John C. Dowd
Executive Vice-President .......... E. D. Parent

DOHERTY, CLIFFORD & SHENFIELD INC.
350 Fifth Avenue, New York 1, N. Y.
BRyant 9-3140
AAAA—ABP—ANPA—PPA
Officers
President .......... Lawrence L. Shenfield
Vice-Pres. & Treasurer .......... Arthur Cobb, Jr.
Vice-Presidents .......... Donald K. Clifford,
Francis J. Doherty
Secretary .......... Wm. E. Steers
Research Associate .......... Nora A. Fitts

Radio Dept.
Radio Director .......... Chester MacCracken
Head of Comm. Writing Dept .......... John Mullen
Radio Time Buyer .......... Helen Wilbur
Publicity Director .......... Robert H. King
Producers .......... Chester MacCracken,
Myron Dutton
Radio Account Placed .......... Bristol-Myers Co.

THE RALPH L. DOMBROWER CO., INC.
Dombrower Bldg., Richmond 19, Va.
Phone 3-111-3
ABP—ANPA—PPA—SNPA
Officers
Radio Director .......... J. H. Fulmer
Asst. Radio Director .......... Beulah Gregory
Acct. Exec. .......... Malcolm B. Dombrower

Branch Office
Colorado Bldg., Washington, D. C.
Manager .......... Philip Rosenfeld

DONAHUE AND COE, INC.
1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—PRB—SNPA
Officers
President .......... Edward J. Churchill
Treasurer .......... W. B. Patterson
Secretary .......... O. A. Kingsbury
Radio Dir. & V. President .......... Edw. J. Fitzgerald
Time Buyer .......... Joe Lincoln
Script Chief .......... Latham Owens
Production .......... Robert Monroe

Branch Office
411 Hurt Bldg., Atlanta, Ga.
Phone Main 5662
Manager & Vice-Pres .......... H. L. Morrill, Jr.
**ADVERTISING AGENCIES**

**Tribune, Atlantic Beer, Radio City Music Hall, Southland Coffee Co.**

**L. J. DuMAHAUT ADV. AGENCY**
827 David Stott Bldg., Detroit 26, Mich. Phone, RANdolph 9480

*Officers*
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

*Officers*
President...........Roy S. Durstine
Vice-President.........John R. Latham
Secy.-Treas...........A. T. Gardiner
Prod.-Traffic Mgr......David R. Margaretten
Art Director..........Harry A. Spooner
Radio Director .......Charles H. Furey
Account Executives ...William E. Dempster,
Ren Kraft, Roy Gordon, John O. Ellington,
Jr., Lee M. Rousseau

*Branch Offices*
333 No. Michigan Ave., Chicago 1, Ill.
Manager...............Ellis Travers
Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
Manager...............Frederic Kammann
Charge of Art & Prod........Philip Goyert

**ELLIS ADVERTISING CO.**
15 Genesee Street, Buffalo 3, New York
ABP—ANPA

*Officers*
Michael F. Ellis, Jerome R. Ellis
President
Jerome R. Ellis, Stephen Gotthelf, Doris Ansteth

*Branch Offices*
33 W. 42nd St., New York 18, N. Y.
LÔngaere 5-1567
John W. Culinier
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

**ERWIN, WASEY & CO., INC.**
Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone MOhawk 4-8700
PPA—ABP—ANPA—SNPA—SNPA—NOAB—AAAA

*Officers*
President...............Louis R. Wasey
Vice-President-General Manager, ...Howard D. Williams
Treasurer...............James F. O’Connor
Director of Radio........C. H. Cottington
Asst. Radio Director.....Joe Brattain
Woman’s Program........Peggy de Grippenberg
Time Buyer..............Frank Haas
Traffic Mgr...............O. Morley Tanney

*Television Dept.*
C. H. Cottington

*Branch Offices*
Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

*Officers*
President...............L. R. Northrup
Harry K. Gilman
Erwin Wasey & Co. of Minnesota
Rand Tower, Minneapolis, Minn.
Phone Atlantic 1223

*Officers*
President...............Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004

*Officers*
President...............S. R. Hutton
Louis Honig
714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 5317

*Officers*
President...............H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435

*Officers*
President...............W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., The Barbasol Co.,
Consolidated Cigar Co., Carnation Co.,
R. B. Semler, Inc., Zonite Products Co.,
Primrose House, Inc., Seek & Kade, S. C.
Johnson & Son, Inc., National Lead Co., Les-
lie Salt Co., Langendorf United Bakers, Inc.,
Schuckl Rancho Soup, Nash Coffee Co., Salis-
bury & Saterlee Co., House of Herbs, Inc.,
Hillman Periodicals, Inc., Southwestern
Brewing Corp., Oklahoma City Federal Sav-
ings & Loan Assn., Central Dairy Products,
Corp., Long-Bell Lumber Co., National Life
Assurance Co., E. R. Ledbetter Co., Anderson-
Pritchard Oil Corp., Minneapolis, St.
Paul & Sault Ste. Marie R.R. Co., Telex Prod-
ucts Co., Centennial Flour Mills Co., Crescent
I. F. Lauks, Inc., Ghirardelli Co., Hotel Mark
Hopkins, Newell Gutrad & Co., Planters Nut
& Chocolate Co., Tea Garden Products Co.,
Gloria Bristol Cosmetics, Dr. Hiss Shoe
Clinic, Schalk Chemical Co.

**SHERMAN K. ELLIS & CO.**
247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
AAAA—ANPA—PPA—APA

*Officers*
President-Treasurer.....Sherman K. Ellis
Exec. Vice-President....C. E. Staudinger
Vice-Presidents..................E. S. Pratt, John F. Price
Radio Time Buyer..............Harry Torp

Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612

Radio Executive..............Palmer Clark
Radio Accounts Placed—Quaker Oats Co., Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Armiston
Chop Stick Co.

WILLIAM ESTY & COMPANY
100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900

Officers
President and Treasurer........William Esty
Secretary........................E. H. Cummings
Director of Radio............Thos. D. Luckenbill
Time Buyers.................John C. Esty, Richard Grahl.
Radio Producers..............Don Bernard, Phil Cohan, Al Foster, Helen Phillips, Kenneth MacGregor, Tom Wallace, John Clarke.

Television Dept.
Kendall Foster, Kenneth MacGregor

FEDERAL ADVERTISING AGENCY, INC.
444 Madison Ave., New York 22, N. Y.
Phone Eldorado 5-6400
AAAA—ANPA—PPA—ABP

Officers
President ..................Robert Tinsman
Vice-Presidents..............James O’Brien, Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Macgregor Armiston, A. R. Beverly-Giddings, Hugh I. Connet, Laura E. Carson, John S. Davidson, Dr. W. W. Wulfec
Treas. & Scty.................George Dietrich
Radio Director..............J. S. Davidson
Radio Time Buyer............Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), National Biscuit Co. (Shreddies), Rockwood & Co. (Chocolate Bisc), Durkee Famous Foods (Durkee’s Dressing), Lily of France Corset Co. (Lilees Bras).

FURMAN & FEINER CO., INC.
117 W. 46th St., New York, N. Y.
Phone, Bryant 9-2927

Officers
President .....................Norman Furman
Secretary .....................Nathan Rothenberg
Vice-President ..............Irving Gottlieb

ROBERT G. FIELDS & CO.
1100 Warner Bldg., Nashville, Tenn.
Phone 6-1977
PPA—SNPA—ABP

Officers
President-Treasurer........Robert G. Fields
Secretary .....................R. H. Lane

FOLEY ADVERTISING AGENCY
1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

Officers
President ..................Robert B. Foley
Secretary-Treasurer........Helen M. Little
Acct. Exec......................L. M. Robertson
Radio Director .............Robert B. Foley

FORT & COMPANY
Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
APA—SNPA

Officers
President ..................John L. Fort

CURT FREIBERGER & CO.
Cooper Building, Denver, Colo.
Keystone 0487
ABP—APA

Officers
Owner .....................C. J. Freiberger
Copy Chief ..............R. Torgerson
Radio Director..............V. Foss
Art Director...............B. Naylor
Secretary .....................N. J. Charon
Bookkeeper ..................L. A. Gaiman
Acct. Exec....................J. M. Henderson
Artist .....................M. Brown

FOOTE, CONE & BELDING
247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-6600
AAAA—ANPA—ABP—PPA—APA—ABC

Officers
Chairman of the Board........Don Belding
President .....................Emerson Foote
Chairman, Executive Comm........Fairfax Cone
Secretary-Treasurer..........William R. Sachse

NEW YORK OFFICE
(address above)
President .................Emerson Foote
V. P. & Gen. Business Mgr., M. P. Franceschi
Director of Radio and Television
Paul Rickenbacher
Manager of Radio Department: Lee Strathorn
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............Smart Dawson
Radio Time Buyer............Genevieve M. Lemper

LOS ANGELES OFFICE
601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651
Chairman of the Board........Don Belding
Radio Time Buyer............(See San Francisco Office)

HOLLYWOOD OFFICE
6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265
Vice-Pres. & Manager........Edmund L. Cashman
Radio Time Buyer............(See San Francisco Office)

SAN FRANCISCO OFFICE
235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355
Vice-Pres. & Manager........E. I. Harrington
Radio Time Buyer............Jane Sullivan
(For Los Angeles and Hollywood offices also.)


ANPA — PPA — ABP — NOAB
Officers
Chairman of the Board..........Emmett Corrigan
President..................Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Radio President & Secretary.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
155 Sansome St., San Francisco, Calif.
Phone EXbrook 3484

HARRY FEIGENBAUM
ADVERTISING AGENCY
1420 Walnut St., Philadelphia, Pa.
Phone Pennypacker 3623
ANPA — PPA
Officers
President................Harry Feigenbaum
Radio Dept. Manager........David Wemen
Radio Director & Talent......Ralph A. Hart

FERRY-HANLY COMPANY
3200 Fidelity Bldg., Kansas City 6, Mo.
Phone HArrison 4890
AAAA—ABP—ANPA—PPA—NOAB
Officers
President................C. P. Hanly
Vice-Presidents..............Bruce B. Brewer, H. M. Montgomery, C. L. Collette
Secretary-Treasurer........O. P. Luther

New York Office
500 Fifth Ave., New York 18, N. Y.
Phone LONGacre 5-5000
Manager...................H. M. Montgomery

Chicago Office
430 N. Michigan Ave., Chicago 11, Ill.
Phone CEntral 8333
Manager....................C. L. Collette


LAWRENCE FERTIG & CO., INC.
149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 4-3300
ABP—ANPA—PPA—APA—NOAB
Officers
President & Treasurer........Lawrence Fertig
Radio Director..............Henry Bretzfield

Radio Accounts Placed — Smith-Douglass Co., Inc.
FITZGERALD ADVERTISING AGENCY, INC.
202 Southern Bldg., 833 Howard Ave.,
New Orleans 13, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Officers
President.........................Joe L. Killeen
Vice-President..............Joseph H. Epstein
V.-P. and Time Buyer........Leonard Gessner
Secretary-Treasurer...........Roy M. Schwarz
Radio Director..................Martha Dulin

Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

FLACK ADVERTISING AGENCY
Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers
Owner............................John B. Flack
Radio Account Executive Richard H. Wickham

Radio Accounts Placed—Netherland Dairy, Keepsake Diamond Rings, Napteen Labs, Bardeen’s, Inc.

HARRY M. FROST CO., INC.
260 Tremont St., Boston 16, Mass.
Phone Liberty 0613-4-5
ANPA—PPA

President......................Karl M. Frost
Treasurer......................Harry M. Frost
Production Manager...........Harold E. Bessom
Secretary......................Harvey P. Newcomb
Radio Director & Time Buyer Harvey P. Newcomb

Branch Offices
Lynn, Mass.


FULLER & SMITH & ROSS, INC.
71 Vanderbilt Ave., New York 17, N. Y.
Phone MURRAY Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP
APA—ABC—NOAB

Officers
President (Cleveland)........A. L. Billingsley
Chairman of the Board (New York) J. E. Wiley
Secretary-Treasurer (Cleveland) C. C. Reidenbaugh
Exec. Vice-Pres. (Cleveland) E. L. Andrew

Radio Dir. (N. Y.) ..........Lee Williams
Time Buyer (N. Y.)..........G. L. Trimble
Time Buyer (Cleveland).....W. J. Staab
Research Dir. (N. Y.).....Milton Decker

Television Dept.
Director (N. Y.)..............Lee Williams
Art Director (N. Y.)........R. S. Chenault
Movie Director (Cleveland) Reed Drummond


AD FRIED ADVERTISING AGENCY
201 Easton Bldg., Oakland, Calif.
Phone Higate 6580

Officers
Radio Director.....................Ad Fried
Copy Director....................Tom Doyle
Format Manager................William Morgan
Publicity Director...............Millie Adler
Program Manager.............Elaine Trigger

Television Dept.
No commercial television is yet available in the San Francisco Bay Area, but we have two clients interested in being the first sponsors of such broadcasts. At present Ad Fried, owner, has covered this field.

Radio Accounts Placed—Darling Shops, Delanes Jewelers, Tasch Furriers, Oakland & San Jose Offices of Postal Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dyman Finance Co.

Radio Producers—Ad Fried, Elaine Trigg, Tom Doyle.

GARDNER ADVERTISING CO.
915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
AAAA

Officers
Chairman of Board...........H. S. Gardner
President......................E. G. Marshutz
Secretary......................E. A. W. Schulenburg
Treasurer......................E. R. Gardner
Vice-Pres. & Director of Radio (St. Louis) C. E. Claggett

Branch Offices
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio, Roland Martini

Radio Accounts Placed—Pet Milk Co. (Saturday Night Serenade, Mary Lee Taylor),Ralston Purina Co. (Tom Mix), Purina Mills (Grand Ole Opry), Hyde Park Beer.
GARFIELD & GUILD ADVERTISING AGENCY
660 Market St., San Francisco, Calif.
Phone EXbrook 3420
PPA—ANPA—NOAB—ABP—NAAN
Officers
President .................. Sidney Garfield
Vice Pres. & Director of Radio. Walter Guild
Radio Time Buyer ........... M. Amundsen
Radio Publicity Dir ........ Frank King
Production Dir ............ David Bascom
Radio Producers ........... Walter Guild,
David Bascom, Ted Dahl
Radio Accounts Placed—Brite-Ize, Brody's,
Capwell, Sullivan & Furtth, El Dorado Oil Co.,
Euclid Candy Co., Alice Frock, Haskins Bros.,
Hurlay Marine Works, Good Foods, Inc.,
Graven-Inglis Baking Co., Kay Jewelers,
Valley Church of the Air, Smith's, No-
Doz Awakener, Northrup King & Co., Remar
Baking Co., Rosefield Packing Co., Hunt
Brothers Packing Co., Chemicals, Inc., South-
west Food Products, Betty Lou Foods,
O'Rourke of California, Gulhard Chocolate
Co., Louis Milan Foods, Hunt Brothers
Packing Co.

W. W. GARRISON & COMPANY
400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8191
ABP—ANPA—PPA—NOAB
Officers
President & Treas ............ W. W. Garrison
Vice-Presidets ............ Brooks Middleton,
Earl Lines
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
Officers
Owner .................. Edwin P. Gerth
Account Executives ........ Richard Sleight,
J. R. Pitsker
Art Director ................ Dan Adair
Branch Office
219 W. 7th St., Los Angeles 14, Cal.
Phone, TUcker 4769
Manager .................. David R. Showalter

GEYER, CORNELL & NEWELL, INC.
745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400
AAAA—PPA—ANPA—PRB—ABF
Officers
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, R. E. Tuttle
Radio Dept.
Directors .................. Donald S. Shaw,
Eleanor L. Larsen
Publicity Dir ................ Edward F. Thomas
Television Dept.
Director .................. Donald S. Shaw
Prod. Supervisor ............ Eleanor L. Larsen
Branch Offices
U. B. Bldg., Dayton, O.
Phone Fulton 4145
Manager .................. E. G. Frost
Phone, Hogarth 5520
Exec. Contacts ............ H. M. Hempstead,
R. E. Tuttle
Radio Accounts Placed—Nash-Kelvinator
Corp.
Television Account Placed—Knox & Dun-
lap Hats for Men and Women.

GILLHAM ADVERTISING AGENCY
Continental Bank Bldg.,
Salt Lake City, Utah
Phone 4-5516
ANPA—APA—ABP
Officers
President & Treasurer ........ M. C. Nelson
Vice-Presidets ............ J. Y. Tipton,
Lon Richardson
Secretary .................. Virginia Murray
Asst. Radio Dir ............ Mary Lou Ritchie
Acct. Exec., Radio Dir. & Producer,
Victor V. Bell
Art Dir. & Prod. Mgr .......... Dan Leahy
Radio Accounts Placed—Sego Milk Prod-
ucts Co., Utah Oil Refining Co., Excelcis
Products Co., Mountain Fuel Supply Co.,
Royal Baking Co., Walker Bank & Trust Co.,
Sweet Candy Co., Cloverleaf Dairy, Tracy
Loan & Trust Co., Utah Power & Light Co.,
Utah State Fed. of Labor, Fisher Brewing
Co., J. A. Hogle & Co., Porter Scarpelli Mar-
aroni Co. (Salt Lake City), Utah Lumber Co.,
Utah Copper Co.

GLASER ADVERTISING, INC.
Phone Hubbard 7188
AAAA—ABP—ANPA—PPA—APA
Officers
President .................. Louis Glaser
Radio Director .............. M. B. Collins
Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Hathaway Baker-
ies, Inc., Rose-Derry Co.
GLASSER-GAILEY & CO.
3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fl. 2141
Officers
Partner..................G. F. Glasser
Radio Director..............P. E. Gailey
Time Buyer...............K. C. Jone

RAY K. GLENN ADVERTISING
1366 First Natl. Bldg., Oklahoma City 2, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA—NOAB
Officers
General Manager............Ray K. Glenn
Radio Director.............Lowe Runkle
Branch Offices
1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager....................T. A. Workman
1615 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575
Manager....................Duke Burger, Jr.
Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills, William-
Co., Cains Coffee Co., Hardeman-King Co.

MAX GOLDBERG ADV. AGENCY
611 Railway Exchange Bldg.
Denver, Colorado
Phone: CH 5533
ANPA—APA
Personnel
Radio Director..............Wes Battersea
Radio Continuity..........Mrs. Dorothy Lutz
Radio Continuity ..........Mrs. Elizabeth Nixon
Radio Accounts Placed—Dave Cook Sport-
ing Goods Co., M. & O. Cigars, Ambrose &
Co. (Richelieu Wines, Jams & Jellies), State
of Colorado, Denver Jewelry Co., New York
Furniture Co., and Dundee Clothing Co.

GOODKind, JOICE & MORGAN
919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP
Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.
Officers
President..................Clyde M. Joice
Vice President-Treasurer.M. Lewis Goodkind
Vice-President-Merchandising.
Harlow P. Roberts
Act. Executive..............Charles O. Puffer
Copy Chief..................Garrick M. Taylor
Space Buyer...............Florence A. Neighbors
Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,
Iowa Soap Co., Pine Forest Co., Hooker Glass
& Paint Co., Jewel Tea Co., Inc., Mid-Conti-
nett Airlines, Inc., Priebes & Sons, Inc.

GOTHAM ADVERTISING
COMPANY
2 West 46th St., New York 19, N. Y.
Phone LOngete 5-2616
APA—ABP—ANPA—PPA
Officers
President..................C. E. Harris
Radio & Tele. Director.....Arthur A. Kron
Executive & Vice-Pres., D. D. Sutphen, Jr.
Sec. & Treasurer..........Arthur A. Kron
Radio Accounts Placed—Hartley's Marmar-
lade, Lutheran Hour.

GREY ADVERTISING
AGENCY, INC.
166 West 32nd St., New York 1, N. Y.
Phone Chickering 4-3900
ABP—ANPA—PPA—NOAB—APA
Officers
President..................Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Supervisor of Radio........Herschel Deutsch
Time Buyer.................Hermina Lukacsy
Radio Accounts Placed—Dif Corp., Lam-
bert Bros., Buillia, Doughnut Corp., Easy-
Do, Van Heusen, Simplicity.

JULIAN GROSS ADVERTISING
AGENCY
11 Asylum St., Hartford, Conn.
Phone 7-7179
Officers
President..................Julian Gross
Sec. & Radio Time Buyer..Geraldine K. Ray
Account Executive..........Robert Lewis

GLICKSMA N ADVERTISING CO.,
INC.
400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP—ANPA—PPA
Officers
President..................Joseph Glicksman
Vice-President-Secretary.William Glicksman
Treasurer..................David Glicksman
Radio Director............J. Glicksman
Radio Accounts Placed—Adam Hats, Portis
Bros. Hat Co.

GRACE & BEMENT, INC.
2866 Penobscot Bldg., Detroit 26, Mich.
Phone, Cherry 9400
ANPA—PPA—APA—NOAB
Officers
Pres. & Treas...............Edward R. Grace
**ADVERTISING AGENCIES**

**GRANT ADVERTISING, INC.**
1313 Gulf States Bldg., Dallas, Texas
Phone Riverside 8121
ABP—ANPA—PPA—PRB—SNPA

**Officers**
President, Will C. Grant
Vice-Pres., Claude R. Miller
Director, Eugene W. Cooper

**Branch Offices**
919 N. Michigan Ave., Chicago 11, Ill.
Radio 9052
30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-4485
P.O. Box 474, Monterrey, Mexico


**GREEN-BRODIE, INC.**
420 Madison Ave., New York 17, N. Y.
Phone Plaza 3-9553
ANPA—PPA

**Officers**
President, Julian P. Brodie
Secretary-Treasurer, Alan Green
Vice President, M. Levin
Radio Director, Harold Lebow

**Radio Accounts Placed**—Pieter deWitt Diamonds, Ltd., Trade Bank & Trust Co.

**GRISWOLD-ESHLEMAN**
2700 Terminal Tower, Cleveland 13, Ohio
Phone MAdison 7626

**Officers**
President, C. L. Eshleman
Radio Director, Earl R. Preble

**GUARDIANA BRODIE**
350 Fifth Ave., New York 1, N. Y.
Phone, PEN 6-8518

**Personnel**
Frances G. Guilford

**Space Buyer**—Amelia Pronko

**M. H. HACKETT CO.**
9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1950
ABP—ANPA—PPA—NOAB

**Officers**
President, Montague H. Hackett
Secretary, John Small
Vice President, Harold E. Kennedy


**HART-CONWAY CO., INC.**
Genesee Valley Trust Bldg., Rochester, N. Y.
Phone Main 2073
ANPA—APA

**Officers**
President, H. Lyman Hart
Secretary, M. Brinkman Hart
Vice President, Harold E. Kennedy
Radio Director, John P. Street

**GEORGE H. HARTMAN CO.**
307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055
ANPA—PPA—APA—ABP—NOAB

**Officers**
President, George H. Hartman
Secretary, 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

**Officers**
President, W. B. Henri
Secretary, W. D. McDonald
Treasurer, J. F. Hurst
Radio Director, Louis C. Paul

**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
Officers
President..........................Weston Hill
Vice-President......................W. L. Ledwith
Secretary..........................Joe Cesare
Radio Account Placed—Central Broadcasting Corp.

HILLMAN-SHAHE-BREYER, INC.
403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453
Officers
President..........................David S. Hillman
Vice-President......................Donald A. Breyer
Gen. Mgr..........................Hassel Smith
Radio Dept.
Director.........................Charles F. Chaplin
Time Buyer.........................Selma Schonfeld
Publicity Director...............L. Moran
Producers........................C. Chaplin, E. Braun, R. Ashby
Radio Accounts Placed—42 Oil Shampoo, 42 Hair Oil Tonic.

HIXON-O'DONNELL ADV., INC.
19 West 50th St., New York 20, N.Y.
Circle 5-6590
ANPA—PPA—APA—ABP—NOAB
Officers
President & Gen. Mgr.............S. M. Morey
Vice-President....................Thos. E. Orr
V. P. & Radio Director.........L. B. Van Doren
Vice-President....................A. W. Humm
Secretary & Treasurer............F. B. Henge
Radio Time Buyer................Kathryn Shanahan

WILLIAM F. HOLLAND AGENCY
Hotel Simon, Cincinnati, Ohio
Phone Main 3450
Officers
Owner, Sales, Buyer............William F. Holland
Copy................................B. J. Holland
Art Director.......................Dale Maxey
Research Director...............Jean Clark
Sales..............................Clyde Hague
Continuity.........................James Parson
Statistician......................Mack Fevria
Production.........................Cress Meinhardt
Associate Mgr.....................D. E. Holland
Merchandising....................C. J. Schuck

ROBERT HOLLEY ASSOCIATES
1270 Sixth Ave., New York, N.Y.
Phone, Circle 6-2850
ABP
Officers
Owner.............................Robert Holley
Space Buyer........................Suzanne Hanson
Radio Accounts Placed—General Amusements, ASCAP.

CHARLES W. HOYT COMPANY, INC.
551 Fifth Ave., New York 17, N.Y.
Phone Murray Hill 2-0850
AAAA—ANPA—PPA—ABP
Officers
President & Treasurer.............Everett W. Hoyt
Secretary.........................C. B. Donovan
Vice-Presidents...................F. A. Whipple, W. K. Dingley
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

THE H S G ADVERTISING AGENCY
19 East 53rd St., New York, N.Y.
Phone Wickersham 2-3338
Officers
President-Treasurer...............H. S. Goodman
Secretary..........................H. Knuth
Vice-President.....................Everett F. Goodman
Branch Office
206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA
Officers
Vice-President & Radio Director........Wm. H. Eynon
Asst. to Radio Dir..................Sally Larkin
Branch Office
420 Lexington Ave., New York, N.Y.
Vice-President.....................H. B. Humphrey, Jr.

HUTCHINS ADVERTISING COMPANY, INC.
Cutler Bldg., Rochester 4, N.Y.
Phone Main 3528
AAAA—ANPA—PPA—ABP—NOAB
Officers
President.........................F. A. Hutchins
Secretary & Treasurer...........F. Irving Hutchins
Vice-Presidents..................J. P. McCarthy, Mosher S. Hutchins
Director of Radio........Raymond P. Weis  
Branch Offices  
3701 N. Broad St., Phila. 40, Pa.  
Radcliff 1900  
Vice-Pres. & Resident Mgr.. . . Ernest B. Lo  
Vice-Pres. & Resident Mgrs.  
Ernest B. Lovema  
19 W. 44th St., New York 18, N. Y.  
MURay Hill 2-0716  
Vice-Pres. in Charge of Radio Broadcast & Television Programming (located in N. Y. office)........ John E. McMillin  
1244 Dufferin St., Toronto, Canada  
Radio Accounts Placed—Philco, Schuler’s Potato Chips.  

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IVEY & ELLINGTON, INC.  
535 Fifth Ave., New York 17, N. Y.  
MURay Hill 2-5204  
ABP—ANPA—PPA  
Officers  
President....................Jesse T. Ellington  
Vice-Presidets................T. S. Strong,  
T. M. Kersey, C. L. Landon, G. F. Mor- 
row  
Radio Dept.  
Media Director.................. A. G. Graff  
Radio Production................Hal James  
Radio Accounts Placed—Bayuk Cigars Inc.,  
Sweets Company of America, General Baking  
Co., McKesson & Robbins Inc.  

•  
JOSEPH JACOBS JEWISH MARKET  
ORGANIZATION  
6 East 40th St., New York 17, N. Y.  
Phone MURay Hill 2-6995  
President, Owner & Treas.........Joseph Jacobs  
Vice-President & Prod. Mgr........Morris Unger  
Time Buyer........................Joseph Jacobs  
Talent Buyer........................M. Kelso  
Radio Director....................Sholom Rubinstein  
Script.............................J. I. Freedman  
Research...........................Dorothy Osotsky  
Radio Accounts Placed—Maxwell House  
Coffee, Diamond Crystal Salt, Bah-O, My-T- 
Fine Desserts, Premier Food Products, Ral- 
ston, Sanka Coffee, Grape-Nuts Wheat-Meal,  
Colgate Dental Cream, Anacin, “Junket”  
Rennet Products, Old English Household  
Products, Dugan Bros., H-O Oats, Bond  
Bread, Barbasol, Davis Baking Powder, Cocom- 
alt, Cut-Rite Waxed Paper, San Fay Tissue,  
Florigold Oranges and Grapefruit, Pillsbury  
Enriched Farina, Hecker’s Cream Farina,  
Hellmann’s Mayonnaise, Whitehall Phar- 
macal Co. (New Hair Groom, Bi So Dol,  
Kolymos Tooth Paste & Powder), Aunt  
Polly’s Soup Mix, Baker’s DeLuxe Cocoa,  
Ry-Krisp, Shredded Ralston.  

JESSOP ADVERTISING CO.  
First Central Tower, Akron 8, Ohio  
Phone Franklin 3232  
Officers  
President....................M. K. Jessop  
Time Buyer..............Charles A. Jessop  
Radio Director.............R. Gilbert  

•  
THE RALPH H. JONES COMPANY  
Carew Tower, Cincinnati, Ohio  
Phone Main 3351  
AAAA—ABP—ANPA—PPA  
Officers  
President....................C. M. Robertson, Jr.  
Vice-Presidents...............Stanley A. Willer,  
James M. Nelson  
Secretary......................Elmer A. Vehr  
Time Buyer.....................Kathryn M. Hardig  
Publicity.....................M. M. Mauherson  
Space Buyer....................Wm. R. Frietsch, Jr.  
Branch Office  
580 Fifth Ave., New York City  
Phone Wisconsin 7-5500  
Manager......................Philip Meek  
Radio Accounts Placed—Dow Drug Co.,  
Kroger Grocery & Baking Co., Carter Coal  
Co., Miami Margarine, Ten-B-Lox, Kutol  
Products Co., Fifth Third Union Trust Co.,  
Hotel Netherland Plaza.  

•  
H. W. KASTOR & SONS  
ADVERTISING CO., INC.  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone Central 5331  
ANPA—PPA—ABP—SNPA  
Officers  
President....................Henry K. Kahn  
Exec. Vice-Pres.............V. T. Mertz  
Vice-Presidents...............J. H. Wright,  
Mrs. R. F. Farquhar, Harold Merillat  
Radio Dept.  
Director.....................J. H. Wright  
Time Buyer.....................George Duram  
Radio Traffic..................Marie McDonald  
Talent Buyer....................Joan Herron  
Branch Office  
9 Rockefeller Plaza, New York  
Phone Columbus 5-6135  
Manager......................G. Brandt  
Arcade Bldg., St. Louis, Mo.  
Phone Central 6790  
Manager......................Herman Kastor  
6331 Hollywood Boulevard  
Hollywood, Calif.  
Phone Granite 1631  
Coast Radio Dir..................Arthur Daly  
Radio Accounts Placed—Procter & Gamble  
Co., Welch Grape Juice Co., Blackhawks  
Brewing Co., 3-In-1 Company.
THE JOSEPH KATZ COMPANY
444 Madison Ave., New York, N. Y.
Phone Wickersham 2-2740
AAAA—ANPA—PPA—ABP

Officers
President..........................Joseph Katz
Vice-President.......................Nat C. Wildman
Treasurer.........................Charles M. Harrison
Director of Radio............Allen J. de Castro
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan Sommerfield

Branch Offices
8 South St., Baltimore, Md.
Phone Lexington 1500
Manager.............................C. M. Harrison
Director of Radio..................Robert G. Swan

Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc., Maryland
Drydock, Gude's Pepto-Mangan.

HENRY J. KAUFMAN ADVERTISING
Homer Bldg., Washington 5, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers
Owner.............................Henry J. Kaufman
Radio Director......................Jeffery A. Abel
Copy Chief........................William F. Sigmund
Space Buyer......................Betty D. Gwyer
Time Buyer........................Betty Ann Harper

KEELING & CO., INC.
1028 Chamber of Commerce Bldg.
Indianapolis 4, Ind.
Phone RLey 1478
ANPA—AAAA—PPA

Officers
Pres................................Hal Keeling
Exec. Vice-Pres. & Time Buyer, Don Collins
Vice-Pres. & Sec..................Wm. Hutchinson

Radio Account Placed—Hastings Manufacturing
Co., Casite Corp.

JAN KENYON'S ADV. AGENCY
4432 Piedmont Avenue, Oakland 11, Calif.
Piedmont 4680

Officers
Manager & Director Publicist...Jan Kenyon
Assistant Director...............Lee Franco
Radio Producer....................Jan Kenyon

Radio Accounts Placed—Jean Mater, Inc.,
Johansson Massage Institute, Dolores Premier
School, Hank & Frank Bicycle Academy,
Sherman Clay Box Office (Oakland); Gann
Products Co., Cassou's French Bakersies. (All
local accounts.)

KAYTON-SPIERO CO., INC.
230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
AAAA—ABP—ANPA—PPA—PRB

Officers
President.........................Gerald B. Spiro
Vice-President...............Morris Kinzler
Secretary-Treasurer...........Alvin J. Kayton
Time Buyer......................Herman Jacobs

Radio Account Placed—Twentieth Century-
Fox Film Corp.

KELLY, ZAHRNDT & KELLY, INC.
745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone Carfield 0777

Officers
President........................C. F. Kelly, Jr.
Vice-Pres. and Treasurer......W. W. Zahrndt
Vice-Pres. and Secretary.....V. A. Kelly
Director of Radio...........C. F. Kelly, Jr.
Assistant Director...........W. W. Zahrndt
Radio Producers..............C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.....C. F. Kelly, Jr.,
V. A. Kelly

Radio Accounts Placed—Trems, Inc., Visit
St. Louis Committee.

KENYON & ECKHARDT, INC.
247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers
Chairman of Board..........Otie Allen Kenyon
President......................Thomas D'Arcy Brophy
Treasurer.....................Charles Vasoll
Secretary......................Joseph A. Vessey
Vice-Pres. & Dir. of Radio....Dwight Mills
Asst. Director of Radio......Robert D. Wolf
Producers......................John Hines,
Robt. Brilmayer
Writers.........................Helen Hinckley,
Peggy Holt, Davis Smith, John Mathews

Branch Office
135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 6470
Vice-President in charge.....Chester A. Faust

Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Biscoe,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran),
Corn Flakes, Rice Krispies, Krumble, Shred-
ded Wheat, Pepperidge Farm, Setson Co.,
McHugh Bros. & Drummond, RCA, Savavins,
Borden Co.
H. M. KIESEWETTER ADVERTISING AGENCY, INC.
9 East 40th St., New York 16, N. Y.
Phone Lexington 24025
ANPA — PPA — ABP

Officers
President & Treasurer  ... E. T. Kiesewetter
General Manager  ... H. M. Kiesewetter
Radio Dept. Manager  ... Samm S. Baker
Time Buyer  ... Rhoda Kane Powers

KIRCHER, LYTHE, HELTON & COLLETT, INC.
321 West First St., Dayton 10, Ohio
Phone 2151
PPA—ABP—BPA

Officers
President ... J. Horace Lytle
Vice-President ... R. C. Kircher
Treasurer ... C. B. Helton
Secretary ... Robert Collett
Art Director ... Gustave Sigritz

KNOLLIN ADV. AGENCY
111 Sutter Bldg., San Francisco 4, Cal.
Phone, Sutter 6110
AAAA—APA—ABP

Officers
President  ... James C. Knollin
Art Director  ... Norman Erickson
Office Manager  ... Alice Ernest
Space Buyer  ... Ina H. Hamman
Account Executives  ... Robert H. Knollin, Thomas J. McNamara

Branch Office
530 W. 6th St., Los Angeles 14, Cal.
Phone, VAndike 4057

MERRILL KREMER, INC.
1711 Exchange Building, Memphis, Tenn.
Phone 5-4343
— ABP—SNPA—APA—PANY—NAAN— ANPA

Officers
President  ... Merrill Kremer
Secretary and Treasurer  ... Ernest Lee
Account Executives  ... Merrill Kremer, Homer Gentry, Polly Cooper, Martha Haynal

Production Director  ... Homer Gentry
Time Buyer  ... Polly Cooper

ABBOTT KIMBALL CO., INC.
250 Park Ave., New York, N. Y.
Phone PLaza 3-9600
AAAA—ABP—ANPA—PPA

Radio & Television Departments
Vice-President  ... Cecil H. Hackett
Time Buyer  ... Miriam Traeger

Branch Offices
333 N. Michigan Ave., Chicago, Ill.
Executive-in-Charge  ... Grant Chamberlain
10 West 21st Street, Kansas City, Kans.
Executive-in-Charge  ... David Mindlin
3055 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge  ... Helen Hedstrom


Television Accounts Placed  ... Dobb Hats, Harper's Bazaar.

KLINGER ADVERTISING CORP.
119 W. 57th St., New York 19, N. Y.
Phone Circle 6-2660

Officers
President—Radio Account Exec. A. A. Klinger
Secretary, Treas. & Acct. Exec. ... E. French


KNOX REEVES ADVERTISING, INC.
600 First National Bank Bldg.
Minneapolis 2, Minn.
Phone Bridgeport 7701
ANPA—PPA—APA

Officers
President  ... E. E. Sylvestre
Executive Vice-President  ... Wayne Hunt
Vice-Presidents  ... J. H. Sarles
Elizabeth B. Reeves, Helen A. Brown
Secretary & Treasurer  ... C. L. Greenwood
Radio Director  ... Russell Ness
Director of Media & Research  ... Dr. A. R. Root
Radio Program Production  ... H. K. Painter
Radio Script  ... E. B. Reeves
Time Buyer  ... Dr. A. R. Root
Branch Office
415 Chanin Bldg., New York 17, N. Y.
Phone MURray Hill 4-3982
625 Market St., San Francisco 5, Calif.
Phone SUlter 6744
Vice President...............R. W. Stafford
Radio Production Manager.....Hal Burdick
Radio Account Placed — General Mills, Inc.

* ARTHUR KUDNER, INC.
630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers
President.........................J. H. S. Ellis
Vice-Presidents....................E. J. Owens,
Sam D. Fuson, Charles F. Gannon, Kenneth Collins
Director of Radio..................Myron P. Kirk
Script Buyer.......................Alan Ward
Time Buyer.......................Eleanore Manning
Production.......................G. Bennett Larson

Branch Offices
New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty
Radio Accounts Placed—Network: U. S.
Tobacco Co., National Spot: Goodyear Tire
& Rubber, General Motors, Benson & Hedges.

* J. R. KUPSICK ADVERTISING
AGENCY, INC.
122 East 42nd St., New York, N. Y.
Phone MURray Hill 5-9145
ANPA — ABP — PPA

Officers
President.........................J. R. Kupsick
Vice President.....................Saul Kaufman
Radio Director....................Frank Powderly
Space Buyer.......................E. M. Fordsman
Radio Accounts Placed—Arco Publ. Co.,
Hecht Co., N. Y. Auto Exchange, Greiner
Motor Sales, Maple Motors, Paul Kaskali,
Cascade Laundry, United Institute of Aero-
autics, Ben Marden’s Riviera.

* LAKE-SPIRO-SHURMAN, INC.
2800 Sterick Tower, Memphis 3, Tenn.
Phone 5-1571
ABP—ANPA—PPA—SNPA

Officers
President.........................Avron Spiro
Secretary-Treasurer................M. M. Shurman
Radio Director....................Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

LAMBERT & FEASLEY, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-3721
ANPA — PPA

Officers
President.........................John L. Johnston
Executive V-P........................Gordon Seagrove
V-P-Radio Director...............Martin Horrell
General Manager..................Frank Mace
Radio Accounts Placed—Lambert Pharma-
cal Co.; Prophylactic Brush Co.; Phillips
Petroleum Co.

* LANDSHEFT, INC.
810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260
ANPA—ABP

Officers
President..........................A. Wm. Landsheft
Vice-President.....................H. L. Barber
Production Mgr.....................D. B. Weiss
Art Director......................N. Johnston

* LAUSEN & SALOMON
520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
ABP — ANPA — PPA

Officers
President.........................A. M. Salomon
Account Executive..............Wendell Walker

LEEFORD ADVERTISING AGENCY
315 Fourth Ave., New York 10, N. Y.
Phone STuyvesant 9-1742
PPA

Officers
President-Radio Director........David D. Lee
Treasurer.........................W. C. Hoyt
Radio Account Placed—Remington-Rand,
Inc., American Writing Machine Co.

* LENNEN & MITCHELL, INC.
17 East 45th St., New York 17, N. Y.
Phone MURray Hill 2-9170
AAAA — ANPA — PPA — APA — NOAB

Officers
President.........................Philip W. Lennen
Vice President-Treasurer........Robert W. Orr
Secretary..........................Arthur L. Lynn
Director of Radio................S. James Andrews
Radio Producer...................Travis D. Wells
Radio Accounts Placed—John H. Wood-
bury, Inc., Andrew Jergens Co., P. Lorillard
Co., Inc., Tide Water Associated Oil Co.,
Parfums Schiaparelli, Inc., Lehn & Fink.
ADVERTISING AGENCIES

LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
ANPA—ABP—PPA

Officers
President..................H. J.ck Lang
Vice President-Secretary..........A. B. Fisher
Vice President-Treasurer, Fred P. Stashower
Production Manager........George DeWitt
Radio Director...............A. B. Fisher

Radio Accounts Placed—Railley Corp.,
Bonne Bell, Inc., Yellow Cab Co.

AL PAUL LEFTON CO., INC.
Phone 2ittenhouse 1500
ANPA—APA—NOAB

Officers
President..................A. P. Lepton
Vice-Presidents...............G. W. Wolfsten,
                           P. Brown, T. A. Ballantyne
Public Relations Dir.,
                           Andrew McLean Parker
Time Buyer..................H. B. Gotwals

Branch Offices
521 Fifth Ave., New York 17, N. Y.
Phone 2anderbilt 6-4340

Vice-Presidents...............R. J. Herts,
                           M. S. Gladstone, R. J. Misch
Radio Director...............Carl Mark

LEIGHTON & NELSON
202 State St., Schenectady 5, N. Y.
Phone 6-4202
ABP—PPA—ANPA

Officers
Partners..................Winslow P. Leighton
                           and George R. Nelson
Radio Director...............George R. Nelson
Copy Director...............Cecil Woodward
Radio Assistant...............Marilyn Hermant

Radio Accounts Placed—Saratoga Racing
Asn., William W. Lee & Co., The Stanton
Brewery, Inc., Breslaw Bros. Furniture, Stanton
Brewery, Saratoga Vicky Spring Co.,
Rudolph Bros., D'Jimans Furs, Central Super
Markets, Colonial Ice Cream Co., Morris
Plan Bank, Wallace’s Dept. Store.

TED LEVY ADVERTISING AGENCY
Temple Court Bldg., Denver 3, Colorado
Phone Cherry 4321-2
ABP—ANPA—APA

Officers
Owner....................Ted Levy
Production Manager..........William Robertson
Office Manager...............Elinor Herron

Radio Dept.
Copy Director...............Barbara D. Aiton
Copywriters.............Eleanore Zaengle,
                       Gladys D. Kaufman

A. W. LEWIN CO., INC.
40 East 19th St., New York 17, N. Y.
Eldorado 53545
AAAA—ABP—ANPA—PPA

Officers
Partners...............A. W. Leven,
                     S. M. Weiss
Traffic Mgr................M. A. Cahill
Account Exec..............Maurice Marks

Branch Office
11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
The Corsetorium.

ADDISON LEWIS & ASSOCIATES
1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA

Owner..................Addison Lewis
Time Buyer...............Margie Anderson
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
AAAA—ABP—ANPA—PPA—NOAB

Officers
President..............Leon G. Livingston
Vice-President............W. C. Day
Radio Time Buyer.........Zonabelle Samson

Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet’s Granulated Soap), Simon Mat-
tress Mfg. Co., Nestle’s Milk Products, Inc.,
Italian Swiss Colony, Haas Bros.

THE W. E. LONG COMPANY
155 North Clark St., Chicago 1, Ill.
Phone Randolph 4606
ANPA—NOAB

Officers
Director of Radio...........E. J. Sperry
Asst. Dir. of Radio.........Bob Struble
Supervisor of Syndicated Programs, 
Richard J. Slater
Script .................................. James A. Armstrong
Hollywood Producer .................. Paul Quan
New York Producer .................. Irene Beasley
Music Direction ..................... Delos Owen

Radio Accounts Placed—Agency is a specialist in wholesale baker advertising serving hundreds from coast to coast on a transcribed syndicated basis.

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800
ANPA—PPA—NOAB

Officers
President .................... Laurence M. Lloyd
Vice-President ............ Charles M. Pietsch
Production Manager ....... William T. Kaleb
Media Director ............. John J. Hagan

LOGAN & ARNOLD
621 S. Hope St., Los Angeles, Calif.
ANPA—AAAA—PPA—APA—ABP

Officers
President .................... Dudley L. Logan
Exec. Vice-President ........ J. C. Arnold
Vice-President ............. Van Davis

EARLE LUDGIN, INC.
121 West Wacker Drive, Chicago 1, Ill.
Phone Franklin 1762
ANPA—ABP—PPA—APA

Officers
Partners ...................... Earle Ludgin,
V. R. Bliss, J. H. Caro, J. H. Willmarth
Radio Director ............. V. R. Bliss

JOSEPH MAXFIELD COMPANY
36 Exchange Place, Providence 3, R. I.
Phone Gaspee 4456
ABP—ANPA

Officers
President .................... Joseph M. Finkle
Vice-President ............ Archie M. Finkle
Treasurer ..................... Bruno Schnabel
Executive Secretary ......... Anne E. Woled
Time Buyer .................. Joseph M. Finkle
Radio Director ............. Dorothy M. Taipei


MACE ADVERTISING AGENCY, INC.
507 Lehmann Bldg., Peoria, Ill.
Phone 7197
ANPA—ABP—APA—NAAN

Officers
President .................... J. F. Fellay
Trea. & Radio Time Buyer .... Jay J. Keith
Vice-President ............ Robert J. Rice
Radio Director ............. Ann McNatt


MALCOLM-HOWARD ADVERTISING AGENCY
20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
ABP—APA—ANPA—PPA

Officers
Owner-Time Buyer ........... Arthur M. Holland
Radio Account Executive .... Max G. Holland
Radio Director ............. Maury Cliffer
Radio Writers ................. Hal Tate,
Nikki Kaye, Ray Freedman, Eileen Rietz,
Mauri Cliffer.

Radio Accounts Placed—Dad's Root Beer,
Joy Candy Shoppes, Roller Derby, Alert
Laundry, Holland Jewelers, Newport Co.,
Burdge Cologne, Fitz-Oil Shampoo, Rubin's
Apparel, Roller Derby.

MacFARLAND, AVEYARD & CO.
333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—SNPA—NOAB

Officers
President ..................... Hays MacFarland
Vice-Presidents ............ A. E. Aveyard,
Malcolm A. Jennings, Allen B. Dicus,
Harry M. Coleman
Secretary-Treasurer ......... B. G. Ruttingh
General Manager ........... Allen B. Dicus
Radio Director & Producer .... Evelyn Stark
Time Buyer .................. Bergi Boe
Production Manager ......... Edwin C. Frank

Branch Office
RCA Bldg., New York, N. Y.
Circle 62980

Radio Director ............. H. C. Klein
Vice-President-Gen., Mgr., George MacGovern

MacLAREN ADVERTISING CO. LTD.
372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—CAA—CDNA—CWNA—
CNS & PA

Officers
President-General Manager...J. A. MacLaren
Vice President-Assistant General
Manager...............F. V. Rechnitzer
Vice-President-Treasurer...E. E. Reynolds
Secretary...............G. T. Scroggie
Director...............James Ferres

Radio Dept.
C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
Branch Offices
900 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556
Office Manager...........E. H. H. Smith
911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622
Office Manager...........E. P. Thompson
305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268
Office Manager...........W. D. M. Patterson

Radio Accounts Placed—Network: Imperial Oil, Ltd., Tuckett, Ltd., People's Credit Jewelers, S. F. Lawrason Co., Dalglith (Ont.) Ltd.; National Spot: Bulova Watch Co., Ltd., Canadian Life Underwriters, People's Credit Jewelers, O'Cedar of Canada, Tuckett Ltd.

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DAVID MALKIEL ADVERTISING AGENCY
260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA—ABP—PPA

Officers
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
ABP—PPA—ANPA

Officers
Account Executive.........D. P. Nathanson
Account Executive.........Meyer Gold
Account Executive.........Jean Hadley
Account Executive.........Bruce Siclaff

Radio Dept.
Radio Director..........D. P. Nathanson
Time Buyer...............Jean Hadley
Talent Buyer..............Bruce Siclaff
Producers.................D. P. Nathanson, Jean Hadley

Television Dept.

•

JOSEPH MAXFIELD COMPANY
87 Weybosset St., Providence 3, R. I.
Phone GAspee 4567
ABP—ANPA

Officers
President...............Joseph M. Finkle
Vice-Pres................Archie M. Finkle
Treasurer.................Bruno Schnabel
Exec. Sec................Anne E. Woled
Time Buyer...............Joseph M. Finkle
Radio Dir...............Dorothy M. Taipe

MARSCHALK & PRATT COMPANY
535 Fifth Ave., New York 17, N. Y.
Phone Vanderbilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB

Officers
Partners.....................Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio............Carlo De Angelo
Radio Continuity Writers....G. W. Freeman, Bennett Kolb, Edmund Mitchell, John R. Allen

Radio Account Placed—Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED
122 East 42nd St., New York 17, N. Y.
Phone Lexington 2-7450
ABP—ANPA—PPA—SNPA

Officers
President.....................J. M. Mathes
Treasurer.....................E. A. Cox
Secretary.....................Carle Rollins
Vice-Presidents.............William B. Okie, Lester Loh
Vice-President-Director of Radio, Wilfred S. King
Time Buyer....................Edna Catheart


MAXON, INC.
2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA—PPA—APA—AAAA—ABP
ABC—NOAB—TAB—CCA

Officers
Chairman of Board.............Lou R. Maxon
President.....................T. K. Quinn
Vice-President...............Searle Hendee
Treasurer....................W. J. O'Neil
Secretary.....................G. Reginald McKiel
Radio Department.............Ed Wilhelm, P. R. Pumpfrey

Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Vice-President In Charge........Ray Baker
955 Main St., Bridgeport, Conn.
Phone Bridgeport 6-2177
Vice-President In Charge........Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3326
Vice-President................L. J. Sholty


THE MAYERS COMPANY
1240 S. Main St., Los Angeles 27, Calif.
Phone Prospect 0101
ABP—ANPA—PRB—FAAG

Officers
Principals.....................Henry Mayers, J. R. Mayers, Arthur Mayers
Manager Radio Dept............Gertrude Stark
Time Buyer.....................Alden Weiss
Assistant......................Dean Simmons
Production.....................Martin Weinstein, Vern Davies


McCANN-ERICKSON, INC.
50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000
AAAA—ANPA—PPA—ABP—APA—NOAB

Officers
President.....................H. K. McCann
Chairman of Exec. Comm..Harrison Atwood
Executive Vice-President....Carl B. Robbins
Vice-President and General Manager of New York Office........L. S. Briggs

Secretary-Treasurer.........John L. Anderson
Director of Research........L. D. H. Weld
Vice-Pres. & Gen. Mgr. of Research Dept........Jackson Taylor
Vice-Pres. in charge of Radio........Lloyd O. Coulter
Associated with Mr. Coulter.Arthur J. Kemp
Radio Producers............Dorothy B. McCann, Clarence Olmstead, Russ Johnston
Radio Time Buyer............Wm. C. Dekker
Radio Research.............Marion Harper, Jr.

Branch Offices
910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701

Vice-President-Mgr............Homer Havermale
Vice-President...............H. G. Smith
Vice-President...............J. H. Jameson

Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President-Manager...Albert A. Sommer
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9710
Manager .................. Rena Johnson
Phone Hillside 8268
Manager .................. A. J. Bruhn
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager .................. Burt Cochran
Hodgson Bldg., Minneapolis, Minn.

Chicago: Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc.
Dietro: Altes Brewing Co.

R. E. McCarthy Advertising Agency
1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone 2323
PANY—SNPA

Officers
President .................. R. E. McCarthy
Secretary .................. M. A. McCarthy
Treasurer .................. M. C. Benito
Time Buyer ............... R. E. McCarthy
Continuity ................ M. D. King


THE McCORD COMPANY, INC.
1100 Hodgson Bldg., Minneapolis, Minn.
Phone Bridgeport 1225
APA—ANPA—PPA—NOAB

Officers
President & Treasurer .......... R. D. McCord
Vice-President .............. Louis Melamed
Secretary .................. C. F. Baker
Director of Radio .......... E. B. Grove
Production Manager ........ T. L. B. Campbell
Radio Time Buyer .......... Edith M. Knutsen


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

Officers
President .................. Gordon Best
Account Executives .......... Joseph J. Klein, Donald B. Skinner
Manager, Radio Dept. ....... Hal R. Makelin
Media Dept. Manager .......... Edwin A. Trizil
Production Manager .......... W. C. Motterhead

McKee & Albright, Inc.
1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA—PPA—APA—OAAA

Officers
President................Roy J. McKee
Vice-President-Treasurer......David R. Albright
Vice-President-Radio Director,....James A. McFadden
Radio Producer..............Robert L. Redd
Time Buyer..................E. R. Walmsley
Vice-President-Merchandising....Howard H. Yaw
Secretary....................T. E. Libby

Branch Office
30 Rockefeller Plaza, New York 20, N. Y.
Equitable Bldg., Hollywood, Calif.
Radio Accounts Placed—Sealtest, Inc.

A. McKim, Ltd.
Dominion Square Bldg., Montreal, Que., Can.
Phone Lancaster 5192

Officers
President-General Manager.....C. T. Pearce
Radio Director...............E. W. Brodie
Secretary-Treasurer.........J. B. Stephens

Branch Offices
320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351
Manager....................D. E. Longmore
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager........................A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager........................H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....................H. Suffell

Arthur Meyerhoff & Co.
410 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA—PPA—AAAA—ABP

Officers
General Manager.............Arthur E. Meyerhoff
Financial Manager.............J. H. Hildebrandt
Director of Radio..............Nelson A. Shawn
Radio Space Buyers.............Mary Hauser,
Annette Kennelly
Copy Chief...................M. E. Chon
Acct. Executives.............R. J. Rosenthal,
John H. Black, John Lemmon, Andrew
M. Howe

Branch Office
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager......................George Grabin

Dan B. Miner Co.
Chamber of Commerce Bldg.
Los Angeles 13, Calif.
Phone Richmond 3101
AAAA—ANPA—ABP—NOAB
CAN—APA

Officers
President....................Dan B. Miner
Vice-Presidents..............John C. Morse,
Isabel Moses
Secretary-Treasurer...........M. R. Sweeney
Radio & Television Director.....Neg Monett
Radio Producer...............Neg Monett

Branch Offices
(Affiliated with Continental Agency Network)
Radio Accounts Placed—Interstate Bakeries,
Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative show),
Weber's Bread, Wilshire Oil; National Spot: Roman Meal Bread.

C. L. Miller Company
521 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-1010
ANPA—PPA—APA—NOAB

Officers
President.....................C. L. Miller
Sec'y & Ass'T Treasurer..........George Carhart
Radio Director................Roger White

Branch Office
333 N. Michigan Ave., Chicago, Ill.
Phone Central 1640
Manager........................I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brewing
Co., Cooter Brokerage Co., Gordon Baking
Co., Tastyeast, Inc.

Emil Mogul Co., Inc.
250 West 57th St., New York, N. Y.
Phone, Columbus 5-2482
ABP—ANPA

Officers
Radio Director...............Emil Mogul
Radio Time Buyer.............Helen Munroe
Radio Accounts Placed—Network: Trimount Clipper Craft Clothes. National Spot:
Barney's Clothes, San Gabriel Wine Co.,
National Shoe Stores.

Moselle & Eisen
Adv. Agency
522 Fifth Ave., New York 18, N. Y.
Phone, Murray Hill 2-2651
PPA—APA

Officers
Partner.......................Rose Moselle
Partner.......................Henry Eisen
Space Buyer-Prod. Mgr........D. Chilton
Art Director................Frederick H. Cassens
Publicity & Radio...............Miss Margo
Account Executives.............Henry Eisen,
Rose Moselle, M. M. Semons
THE CHESTER C. MORELAND CO.
1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178
PPA — ABP — ANPA
Officers
President—Treasurer—Chester C. Moreland
Vice-Presidents..............Wm. G. Steiner,
Bryce L. Schurman
Secretary....................Walter H. Strauss
Radio Dept....................Thomas H. Birch

RAYMOND R. MORGAN CO.
Phone Hempstead 4194
Officers
President....................Raymond R. Morgan
General Manager............R. E. Messer
Radio Accounts Placed— Folger Coffee Co.,
White King Soap Co., Sparklell's Drinking
Water Corp., Kerr Glass Mfg. Co., Grocer's
Packing Corp., Campbell Cereal Co., Knox
Co., Chapman Park Hotel, O'Brien Candy
Co., Biltmore Florists.

MORSE, INTERNATIONAL, INC.
122 East 42nd St., New York 17, N. Y.
Phone LExington 2-6727
PPA
Officers
Chairman of the Board........Carl J. Balliett
President....................Mansfield F. House
Vice-President & Art Director...J. P. Sawyer
Secretary and Treasurer......Laura K. Long
Dir. of Media..................Herbert G. Selby
Prod. Mgr........................E. R. Harris
Radio Dept.
Manager.....................Chester C. Slaybaugh
Time Buyer...................Enice C. Dickson
Dir. of Radio Prod...........Nick Dawson
Asst. Dir. of Radio Prod......John T. Mitchell
Branch Offices
205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
Chemical Co., Matchabelli, Inc.; National
Spot: Vick Chemical Co., Vitamins Plus,
Alfred D. McKelvy Co.

MOSER & COTINS, INC.
10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA
Officers
President & Treasurer........A. S. Cotins
Secretary....................Mrs. M. B. Blair
Vice-Presidents...............James N. Brown,
Hugo W. Glasses, A. Montgomery Hunt-
NEFF-ROGOW, INC.
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-4231
Officers
President ................... Walter J. Neff
Vice-President .......... William Rogow
Radio Accounts Placed—Bond Stores, Inc.,
Melville Shoe Corp., Sears Roebuck & Co.,
Joseph Martinson & Co., Abraham & Straus,
Inc., Ruby Lane Stores, Young’s Hat Stores.

NELSON CHESMAN COMPANY
Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
SNPA
Executives
Partners ..................... Henry Tritschler,
John E. Fontaine, S. M. Kelly
Radio Dept.
Director & Space Buyer ... John E. Fontaine
Acct. Exec. ............... Henry Tritschler
Radio Accounts Placed—The Chattanooga
Medicine Co., Fleetwood Coffee Co., Southern
Agriculturist, Double-Colo.

NEWELL-EMMETT COMPANY
40 East 34th St., New York 16, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB —
NOAB—SAAA—SNPA
Partners .................... Clarence D. Newell,
William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge, F. H. Walsh, G. S. Fowler, T. J.
Maloney
Radio Director ............ Blayne Butcher
Time Buyer .............. Newman McEvoy
Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Loose-Wiles Biscuit
Co., Pepsi-Cola Co., Beech-Nut Packing
Co., Economies Laboratories, Kirkman’s Soap,
Sherwin Williams.

THEO. A. NEWHOFF ADV. AGENCY
1403 Court Square Bldg., Baltimore 2, Md.
AAAA—ANPA—ABP
Officers
President ................... Theodore A. Newhoff
Vice-President ............ Marx S. Kaufman
Secy-Treasurer .......... R. M. Newhoff
Radio Director ............ S. L. Reed
Production Manager ......... B. A. Johnson

OLIAN ADVERTISING CO.
1409 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380
ABP—ANPA—NOAB
Officers
Owner ...................... Irwin A. Olian
Radio Director-Time Buyer .. Virginia Loeb
Radio Continuity .......... James L. Spencer

Radio Accounts Placed—National Waste
Paper Conservation Campaign.

JOHN H. OWEN, INC.
595 Madison Ave., New York 22, N. Y.
Personnel
Director of Radio ........ Bernard H. Pelzer, Jr.
Time Buyer ................ Marc Seixas

PARIS & PEART
370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA—ABP—PPA
Co-Partners .............. A. G. Peart,
John H. Rehm
Radio Time Buyer .......... A. C. De Pierro
Radio Accounts Placed—The Great Atlantic
& Pacific Tea Co., Spratts Dog Food.

MERRITT OWENS
ADVERTISING AGENCY
201 Commercial National Bank Bldg.
Kansas City 12, Kans.
Phone Dr. 7250
ABP—ANPA—APA
Owner .................... Merritt Owens
Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Leo Stern
(Photographer).

PACIFIC NATIONAL ADVERTISING
AGENCY
605 Union St., Seattle 1, Wash.
Phone Elliot 1401
ANPA—AAAA—NOAB
Officers
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
Radio Accounts Placed—Fisher Flouring
Mills Co., Washington Co-op Egg & Poultry
Assn.; Spot: Fisher Flouring Mills Co.,
Imperial Candy Co., Oregon-Washington-California
Pear Bureau, Yakima Valley Peach
Bureau, N. W. Cherry Bureau.
PEDLAR & RYAN, INC.
250 Park Ave., New York 17, N.Y.
Phone Plaza 5-1500

AAA — ANPA — PPA — ABP

Officers
President..................Thomas L. L. Ryan
Executive Vice-President..Harold B. Thomas
Vice-President.............E. G. Sisson, Jr.
Vice-President.............Ernest P. Zobian
Treasurer..................Harold B. Thomas
Secretary..................H. C. Sutherland
Assistant Treasurer........W. F. Cantrell
Supervisor Nighttime Radio..Joseph S. Bell
Supervisors Daytime Radio
Elizabeth C. Shay, William Barrett
Radio Copy Chief...........Cyril J. Mullen
Time Buyer................Mary Dunlavey

Radio Accounts Placed—Sterling Drug
(Ironized Yeast), Procter & Gamble (Camay,
Chipso, Dash).

PETTINGELL & FENTON, INC.
247 Park Ave., New York, N.Y.
Phone, ELdorado 5-2685

ANPA—PPA—ABP

Officers
Pres. & Secy................Atherton Pettingell
Exec. Vice-Pres., Treas. & Space
Selection....................Fleur Fenton
Asst. to President...........Charles B. Strauss
Asst. to Vice-Pres. ..........Pauline Duff
Men’s Wear Planning........Louis Krauss
Copy Executive.............Theodora Aronstam
Supervisor Service Depts...Howard B. Ellisson
Exec. Art Director.........Jack Russell
Art Director...............Robert Thomson
Publicity....................Virginia Vincent
Production Manager........Barney Bravman
Space Buyer................Bernice Newton
Mgr. Billing Dept..........Mary Zales

PITLUK ADVERTISING CO.
Alamo Nat’l Bank Bldg., San Antonio, Texas
Phone Garfield 7268

ABP — ANPA — PRA — SAAA —
SNRA — NOAB

Officers
Owner........................Jack N. PitluK
General Manager.............Norman D. Scherweke
Vice-President..............C. R. Cusiek
Art Director.................Gus J. Wild
Time Buyer..................Lee Wood
Radio Dept. Manager........Fred G. Allen

PLATT-FORBES, INC.
386 Fourth Ave., New York 16, N.Y.
Phone CAledonia 5-4440

Officers
President...................W. A. Forbes
Vice-President-Treasurer...Rutherford Platt
Vice-President...............T. F. Cosgrove
Secretary...................W. S. Walker
Space Buyer & Prod. Manager..T. O’Donnell

Branch Office
75 Pearl St., Hartford, Conn.
G. Frank Sweet
Phone Hartford 7-9017

Radio Accounts Placed—Peter Paul, Inc.,
Oso, Ltd.

R. J. POTT—CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433

APA — NOAB — ANPA — PPA

Officers
President...................R. J. Potts
Vice-Presidents.............J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.........Jerry McKee
Account Executives..........Ralph Page
John M. Farrell, G. S. Lannon
Radio Dept................Connie Joan Connor

THE POTTS TURNBULL COMPANY
10th Floor, Carbide & Carbon Bldg.
Kansas City 6, Mo.
Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP

Officers
President...................W. J. Krebs
V-P-Production Mgr.........D. E. Dexter
Secretary...................G. F. Magill
Treasurer...................E. T. Chester
Time Buyer..................B. G. Wasser
Acct. Executives...........N. P. Rowe,
C. R. Lawson, Blair McPhail, W. B. Stone

SAYRE M. RAMSDELL ASSOC., INC.
3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

ANPA—PPA

Officers
President...................S. M. Ramsdell
Exec. Vice-Pres. & Treas...E. B. Loveman
Vice-President.............F. A. Hutchins

Radio Account Placed—Phileo Hall of
Fame.

THE L. W. RAMSEY ADVERTISING
AGENCY
Union Bank Bldg., Davenport, Iowa
Phone 3-1889

ANPA—PPA—ABP

Partner & Gen. Manager......L. W. Ramsey
Partners....................E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George
Bischoff
REDFIELD-JOHNSTONE, INC.
420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3
ANPA—PPA—ABP—APA—NOAB

Officers
Chairman of the Board ...........L. L. Redfield
President ......................E. F. Johnstone
Vice-President ..................N. Rosoff
Secretary ......................A. Hollander
Asst. Treasurer ..................G. Hecpenstal


* * *

EMIL REINHARDT
ADVERTISING AGENCY
1736 Franklin St., Oakland, Calif.
Phone Templebar 2408
ABP — ANPA — APA

Officers
Owner ......................Emil Reinhardt
Copywriter ..................Dave Lane
Artist Dir. ..................Robert Shelton
Manager ....................Joseph Connor
Time Buyer ..................Mildred McMahon


* * *

RONALDS ADVERTISING AGENCY, LTD.
701 Keefer Bldg., Montreal, Que.
Phone Plateau 4803
ANPA

Officers
President ..................Russell C. Ronalds
Vice-President .............E. M. Putnam
Treas. ......................Angus Ahern
Radio Dir. ..................N. K. Vale

Branch Office
New Wellington Building, Toronto, Ontario
Radio Dept. ..................R. J. Avery

* * *

ARTHUR ROSENBERG CO., INC.
570 Seventh Ave., New York 18, N. Y.
Phone Hicker 4-4420
ANPA—PPA—APA—APG—NOAB

Officers
President & Dir. of Copy & Plans, ....Arthur Rosenberg
Vice-President ..............Samuel Rubenstein
Secretary ...................A. A. Rosenberg

Treasurer ....................Charles S. Silver
Production Manager ............H. B. Fleischman
Research Director .............Walter Alwyn-Schmidt
Copy & Plans .................Harrison J. Cowan
H. B. Sadler, Joseph Elner
Radio Dept. ..................Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver


* * *

RUSSEL AND ROBERTS
ADVERTISING AGENCY
7 Church St., Paterson 1, N. J.
Phone ARnold 4-3400

Officers
President & Treasurer ................Abram Eisenman


* * *

CHARLES L. RUMRILL & CO.
311 Alexander St., Rochester 4, N. Y.
Phone Stone 592

ABP

Officers
Partners ......................Charles L. Rumrill, J. E. Porter, Earl A. Rogers
Time Buyer ..................G. Grantly Wallington

Radio Accounts Placed—Radio Station WHAM.

* * *

RUTHRAUFF & RYAN, INC.
405 Lexington Ave., New York 17, N. Y.
Phone Murray Hill 6-6400

AAAA—ANPA—PPA—ABP—NOAB—APA

Officers
President ......................F. B. Ryan
Senior Vice-President .......Cal J. McCarthy
Executive Vice-President ...Everett J. Grady
V-P & Secretary .............Ralph Van Buren
Director of Media ...........Daniel M. Gordon
V-P & Director of Radio ..Donald D. Stauffer
V-P & Associate Director ..S. Heagan Bayles
V-P in Charge of Radio Programs ..........Merritt W. Barnum, Jr.

Business Manager .............C. T. Ayres

Radio Commercial Supervisor ..........Regina Morgan

Time Buyer ....................T. C. Fisher
Radio Publicity Director ......Grant Y. Flynn
Branch Offices
360 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 2625
Executive Vice-President 
Paul Watson
Vice-President-Director of Radio
Ros Metzger
Production Director
N. E. Heyne
Time Buyer
Albert Callies
7430 Second Blvd., Detroit 2, Michigan
Phone Madison 1980
Vice-President in Charge 
Matthew J. Casey

812 Olive St., St. Louis, Mo.
Phone Main 0128
Manager
Oscar A. Zahner
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Radio Director
Nate Tufts
Production Directors
Knowles Entrikin, Ken Hodge, Sam Pierce, Dave Young, Bob Ballin
712 Main St., Houston, Texas
Phone Charter 4-1741
Manager
W. Van A. Combs
235 Montgomery St., San Francisco, Calif.
Phone Douglas 5822
Manager
Howard O. Nelson
1216 Third Ave., Seattle, Wash.
Phone Main 6727
Manager
F. S. Mullins
Carew Tower, Cincinnati, Ohio
Phone MA 2413
Manager
John L. Magro
80 Richmond St., Toronto, Canada
Phone Adelaide 4096
Manager
Douglas Philpott
Radio Production
S. Ramsay Lees


ST. GEORGES & KEYES, INC.
250 Park Ave., New York 17, N. Y.
Phone, PLaza 3-6920
ABP — ANPA — PPA
Executives
President
Maubert St. Georges
Vice President
Stanley J. Keyes, Jr.
Radio Dept.
Time Buyer
Charlotte Van Der Linde

Radio Dept.
Director
Victor Van Der Linde


SCHWIMMER & SCOTT
75 E. Wacker Drive, Chicago 1, Ill.
Phone Dearborn 1815
AAAA—ABP—ANPA—PPA—APA

Officers
Presidents
Walter Schwimmer, R. J. Scott
Time Buyer
Evelyn Vanderploeg


RUSSEL M. SEEDS COMPANY, INC.
Palmolive Bldg., Chicago 11, Ill.
Phone, Delaware 1045
ANPA—ABP—SNPA—PPA

Officers
President
Freeman Keyes
Chairman of Board
Freeman Keyes
Treasurer
Jack Harding
Secretary
H. J. Smith
Vice-Presidents
Paul Richey, George Bayard, A. D. Keyes, Harry Maus, E. G. Bentley
Radio Director
Jack Simpson
Time Buyers
June Jackson, Hub Jackson

Branch Offices
Lemke Bldg., Indianapolis, Ind.
Phone Market 1395
Vice-President
Paul Richey
Treasurer
Jack Harding

Taft Bldg., Hollywood, Calif.
Phone, Granite 4185
Office Manager
E. Brockhoff


SHERMAN & MARQUETTE, INC.
Room 3400 Palmolive Bldg., Chicago, Ill.
Phone Delaware 6000
ABP—ANPA—PPA—PRB—SAAA
SNPA—APA—NOAB

Officers
President
Stuart Sherman
Vice-President and Treasurer
Artur Marquette
Radio Director .................. Morgan Ryan
Time Buyer..................... C. E. Bonnesen

Branch Office
50 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-1550

Vice-President & Manager ...... Carl S. Brown
Radio Director ................. Morgan Ryan
Time Buyer ....................... Kelso M. Taeger
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Creams, Colgate Tooth Powder, Halo Shampoo, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell’s Laxative), Syrup of Figs, Sante, Pape’s Cold Compound, Blackstone Aspirin, Tasty Lax.

DOUGLAS D. SIMON ADV.
280 Madison Ave., New York 16, N. Y.
Phone, LEXington 2-7873

Officers
President ...................... Douglas D. Simon
Vice-President ............... Carolyn Glass
Treas.-Space Buyer .......... Anita Chinkel
Account Executive .......... Charles H. Sandak
Production Manager ......... Sidney Jerome
Art Director .................. Doris Brinkerhoff

SIMON & GWYNN, INC.
624 Commerce Title Bldg., Memphis, Tenn.
Phone 5-2404

SNPA

Officers
President ...................... Milton Simon
Exec. V.P & Sec. Treas ....... H. N. Gwynn

SMALL & SEIFFER, INC.
24 West 40th St., New York, N. Y.
Phone Wisconsin 7-8765

ANPA—PPA—APA

Officers
President ...................... Albert Seiffer
Secretary & Treasurer ......... Marvin Small
Time Buyer ...................... Joya Krakauer

SMITH & DRUM, INC.
650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—PRB—NOAB

Officers
President ...................... A. Carman Smith
Vice-President ................. Harry C. Drum
Radio Account Placed—General Petroleum Corp.

SIMONS-MICHELSON CO.
1207 Washington Blvd., Detroit 26, Mich
Phone Cherry 3000
ANAA—PPA—APA

Officers
Partners ...................... L. N. Simons,
L. J. Michelson,
General Manager ........... Leon Wayburn
Radio Director .............. Marie Margaret Winthrop
Production ..................... Art Copland
Copywriters .................. Mary Schraa,
Margaret Mikjian


SPITZER & MILLS LTD.
19 Richmond St., West, Toronto, Ont.
Phone WA 1151

ANAA—CDNA—CPPA—CAB

Officers
President ...................... G. F. Mills
Exec. Vice-President ........ J. W. Spitzer
Account Executives .......... W. H. Reid,

Radio Dept.

Director ...................... Wm. D. Byles
Miss Dorothy Andison

Branch Office
1010 Catherine St., W., Montreal, P. Q.

Account Executives .......... C. W. Duncan,
F. F. W. Lalonde

Radio Accounts Placed—Colgate-Palmolive-Peet Co., RCA Victor Co., Lehn & Fink, Quaker Oats Co., California Fruit Growers Exchange, Cities Service Oil Co. Ltd.

RAYMOND SPECTOR
COMPANY, INC.
595 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-1270

ANPA—PPA—ABP—NOAB

Officers
President ...................... Raymond Spector
Time Buyer ..................... Hal Winter
Radio Research ............... Bernard Culin


- BARTON A. STEBBINS ADVERTISING AGENCY
  311 West Seventh St., Los Angeles
  Phone Trinity 8821
  AAAA—ANPA—PPA—APB—NOAB
  
  Officers
  Head of Agency..............Barton A. Stebbins
  Chief Executive............Leigh Crosby
  Acct. Executive...........Arthur W. Gudelman
  Program Director..........Edward Bloodworth
  Time Buyer.................A. W. Gudelman
  

- SCHOLTS ADVERTISING SERVICE
  1201 West 4th St., Los Angeles, Calif.
  Phone Michigan 2396
  Officers
  Owner........................William G. Scholts
  Radio Director...............Fred Montgomery

- MARCEL SCHULOFF & CO.
  17 W. 45th St., New York 18, N. Y.
  Phone Murray Hill 2-3708
  Partners....................Marcel Schuloff,
  Miriam C. Schuloff
  Accounts Placed—Station WHOM, Basch
  Radio Prod., Sure-Fit Products Co., Style-
  park Hats, Keal Textile Co., National Sure-Fit
  Quilting Co., Voice of Experience.

- SCHWAB & BEATTY, INC.
  1230 Sixth Ave., New York 20, N. Y.
  Phone Circle 5-9090
  ANPA—AAAA—PPA—APA—ABP
  Officers
  President .....................Victor O. Schwab
  Time Buyer ..................Robert W. Beatty
  Radio Account Placed—Book-of-the-Month
  Club.

- SHAPPE-WILKES, INC.
  215 Fourth Ave., New York 3, N. Y.
  Phone, Gramercy 5-5560
  Officers
  President ...................Louis Shappe
  Radio Time Buyer ...........Louis Shappe
  Vice-Pres.-Copy Chief .Milton M. Hermanson
  Secy. & Treasurer ...........Jesse E. Wilkes
  Space Buyer .................Burton Mautner
  Art Director .................Charles Allenbrook
  Production Mgr..............Samuel Groden

- J. WM. SHEETS
  Central Bldg., Seattle, Wash.
  Phone Main 2442
  ANPA—PPA—APA—NOAB
  Owners .....................J. Wm. Sheets
  Radio Accounts Placed—Skinner & Eddy
  Corp., Minute Man Soup.

- SHELTON, QUICK & McELROY, INC.
  400 Madison Ave., New York 17, N. Y.
  Phone Plaza 3-1670
  AAAA—ANPA—PPA—APA
  Officers
  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.

- SORENSEN & CO.
  919 No. Michigan Ave., Chicago, Ill.
  Phone, Delaware 5030
  ABP—ANPA—PPA—SNPA
  Officers
  President ...................Roy A. Sorensen
  Radio Director .............Muriel Wageman
  Radio Accounts Placed—Bowey's, Inc.,
  Sunway Vitamin Co., F. H. Pfunder, Inc.,
  Hotel & Restaurant Co-operative Adv., J. P.
  Harding Restaurants, Old Heidelberg Corp.

- C. JERRY SPAULDING, INC.
  201 Commercial St., Worcester 8, Mass.
  Phone: 3-4789
  Officers
  President-Treasurer..........C. Jerry Spaulding
  Asst. Treasurer..............M. Murray
  Secretary ...................H. H. Hartwell

- HOWARD D. STEERE ADVERTISING
  Phone, Cherry 5683
  Officers
  Owner .......................H. D. Steere
  Production Manager .......Millard F. Thompson
  Art Director .................Rudolph K. Nauss
  Space Buyer .................Frances Humphreys

- STERLING ADVERTISING AGENCY
  70 West 40th St., New York 18, N. Y.
  PPA
  Officers
  Chairman of Board ..........S. M. Brown
  President ..................Jos. S. Edelman

- STERNFIELD-GODLEY, INC.
  280 Broadway, New York, N. Y.
  Phone, Barclay 7-3030
  ABP—ANPA—PPA
Officers
President-In-Charge of Radio.................. Samuel I. Godley
Vice-President.............................. Philip Scheff
Secretary................................. Frances C. Costello
Treasurer................................. Samuel S. Sternfield
Radio Account Placed—Fada Radio.

STOCKTON, WEST, BURKHART, INC.
First National Bank Bldg., Cincinnati 3, O.
AAAA-ANPA-PPA
Officers
President & Treas.............. Wm. Z. Burkhart
Vice-Pres-Secy................. Ranald S. West
Vice-Presidents................. Eric W. Stockton, Henley W. Simpson
Assistant Radio Director...... Jos. D. Nelson

STODEL ADVERTISING CO.
411 W. Seventh St., Los Angeles, Calif.
Phone, TRinity 8577
Officers
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 Petrochine
Art Director........................ Frederick Widlicka
Radio Time Buyer.................. A. Loonam
Radio Talent Buyer............... E. Sprague
Account Executives............. A. E. Storm, E. Klein, L. K. Storm, L. Loeb, R. Chapperon, E. Sprague

STRAUCHEK & McKIM
ADVERTISING
6 East Fourth St.
Cincinnati, Ohio
Phone, MAin 1618
AAAA

Officers
President............................. Edmond R. Strauchen, Gordon F. McKim, Jr.
Radio Director........................ Ardeane Heiskell
Production Manager.............. J. Bremer
Art Director........................ John Storeh
Radio Director...................... A. Heiskell
Time Buyer........................... M. Milligan
Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

STREET & FINNEY, INC.
330 West 42nd St., New York 18, N. Y.
Phone: BRYant 9-2400
ANPA—PPA—ABC—NOAB—APA
Officers
President-Treasurer............... F. N. Finney
General Manager.................... Robert Finney
Assistant General Manager..... Frank Finney
Secretary......................... Foxhall Finney
Account Executives............. W. E. Faxon, J. T. Kelly, Jr.
Director of Radio.............. Howard Miller
Radio Accounts Placed—National Spot: Foster-Milburn Co. (Doan’s Pills), Raladam Co. (Marmola), G. T. Fulford Co. (Baby’s Own Tablets, Children’s Own Tablets, Dr. William’s Pink Pills).

SWAFFORD & KOEHL, INC.
341 Madison Ave., New York 17, N. Y.
Phone, Murray Hill 6-8860
ABP—ANPA—PPA—APA—NOAB
Officers
President............................ Albert E. Koehl
Vice-President..................... A. A. Landis

SWEENY & JAMES CO.
1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA—PPA—APA—ABP—NOAB
Officers
Partner............................. John F. Sweeney
Partner.............................. Frank G. James
Radio Time Buyer.................. T. M. Gregory

TECHNICAL ADVERTISING
AGENCY, INC.
475 Fifth Ave., New York, N. Y.
Phone, Murray Hill 3-5734

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17, N. Y.
Phone Mohawk 4-7700
AAAA—ANPA—ABP—PPA
Officers
President............................. Stanley Resor
Secretary........................... Howard Kohl
Treasurer..................Gilbert Kinney
Assistant Treasurer-Secretary........Luther O. Lemon
Senior Vice-Presidents.......Gilbert Kinney,
                              Henry T. Stanton
Senior Consultant...............James W. Young
Vice-Presidents............Lloyd W. Baillie,
                           Henry C. Flower, Jr., Howard Henderson,
                          Henry M. Stevens, William Resor,
                          Walter R. Hine, Thayer Jaccaci, William
                          G. Palmer, Samuel W. Meek, Robert T.
                          Colwell, O’Neill Ryan, Jr., Anson Lowitz,
                          Lew A. Greene
Director of Media and Research.
                           Arno H. Johnson
Vice-President in Charge of Radio,
                           John U. Reber
Radio Time Buyer.............Linnea Nelsor
Radio Talent Buyer...........Virginia Spragle
Branch Offices
1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241
Business Manager and Radio Talent
Buyer........................Norman Blackburn
                           410 N. Michigan Ave., Chicago, Ill.
                           Phone Superior 0303
Vice-President and General Manager,
                           Henry T. Stanton
Vice-Presidents: Merton V. Wieland, Willard
                             F. Lochridge, Harry T. Mitchell
Radio Director..................Tyler Davis
Radio Time Buyer.............Margaret Wylie
                           100 Bush St., San Francisco, Calif.
                           Phone Garfield 3510
Radio Time Buyer.............Lowell Mainland
                           612 South Hope St., Los Angeles, Calif.
                           Phone Trinity 2591
General Manager...............Norton W. Mogge
Radio Accounts Placed—Atlantic Sales
                           Corp., P. Ballantine & Sons, Bank of America,
                           Block Drug Company (Gold Medal Capsules
                           and Dentu-Grip), Bowman Dairy Co., A. S.
                           Boyle Co., Carter Products, Inc. (Superin),
                           H. C. Cole Milling Co., Elgin National Watch
                           Co., Fanny Farmer Candy, General Cigar Co.,
                           Johns-Manville Corp., Kraft Cheese Co.,
                           Lamont P. Corliss & Co., P. Lorillard Co.
                           (Old Gold Cigarettes), Lever Bros. Co. (Lux
                           Flakes & Lux Toilet Soap), Libby, McNeil
                           & Libby, Mentholatum Co., Northam Warren
                           Corp., Northern Trust Co., Owens-Illinois
                           Glass Co., Parker Pen Co., Penick & Ford,
                           Ltd., Planters Nut & Chocolate Co. (Planters
                           Peanuts), R. C. A., Safeway Stores, Inc., Shell
                           Oil Co., Standard Brands, Inc. (Chase & San-
                           born Coffee and Tender Leaf Tea), Swift &
                           Co., Universal Pictures, Ward Baking Co.,
                           Washington State Apple Commission, Weco
                           Products Co., J. B. Williams Co., William
                           Wrigley, Jr. Co., W. F. Young

   Officers
President & Time Buyer........F. L. Tomaschke
Vice President................Bruce W. Elliott
Secretary.....................William M. Maxfield
Radio Accounts Placed—Cardinet Candy
Co., Par Soap Co., Downtown Merchants
Association, Key System, Frozen Food Distri-
butors, Inc.

   TRACY, KENT & CO., INC.
515 Madison Ave., New York, N. Y.
Phone ELdorado 5-4404
ANPA—PPA—NOAB

   Officers
Chairman of Board...............W. I. Tracy
President.....................Frank S. Kent
Treasurer.....................George M. Pease
Vice-Presidents...............Hugh Donnell,
                           J. F. Donovan
Account Executive...............F. W. Hobbs
Copy Chief........................K. H. Thompson
Radio Accounts Placed—Wilbert Products
Co., John Opitz, Inc.

   UNITED STATES ADVERTISING
   CORP.
612 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 4466
ANPA—PPA—APA

   Officers
Chairman of Board...............W. M. Canaday
President.....................J. C. Ewell
Radio Manager..................A. J. Englehardt

   VANGUARD ADVERTISING
15 East 40th St., New York 19, N. Y.
Phone MURray Hill 5-6366
ABP

   Officers
Owner................................J. M. Russakoff
Account Executives...............G. A. Wilson,
                               Robt. E. Hutchinson

   VANSANT, DUGDALE & CO., INC.
Court Square Bldg., Baltimore 2, Md.
Phone LEXington 5400
ANNA—ABP—ANPA—PPA—NOAB—APA

   Officers
President......................Wilbur Van Sant
Executive Vice-President & Treasurer,
                           H. K. Dugdale
Vice-President-Copy Director........J. P. Daiger
Vice-President................R. E. Daiger
Production Manager.............C. D. Carr
Space Buyer......................G. M. Talbot
Radio Accounts Placed—Network: Sher-
wood Bros., Richfield Oil Co. National Spot:
Sherwood Bros., Crosse & Blackwell Co., The
Glenn L. Martin Co.
VIDEO & SOUND ENTERPRISES
P. O. Box 413, Philadelphia 5, Pa.

Officers
General Manager........Franklin O. Pease
A. E. Smith

WM. VON ZEHLE & CO.
28 W. 44th St., New York, N. Y.
Phone, B'lyant 9-4750
Managing Director........Wm. Von Zehle

WADE ADVERTISING AGENCY
208 W. Washington St., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

Officers
President..................Albert G. Wade
Managing Director..........W. A. Wade
Radio Time Buyer...........L. J. Nelson
Radio Producers...........Edward Freckman,
P. C. Lund, Jeff Wade, Forest Owen
Radio Continuity Writers....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty
Radio Account Placed—Miles Laboratories,
Inc., Murphy Products Co., Morris B. Sachs,
Illinois Bottled Gas Co., Wear Proof Mat Co.,
Hoover Liniment Co., General Bandages,
Inc., Chicago Sun, Haskelite Mfg. Corp.,
Wait-Cahill Co.

WALKER & DOWNING
532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers
President..................William S. Walker
Secretary-Treasurer..........B. I. Davis
Account Executives..........W. G. Beal,
C. P. Richardson, H. A. McCoy
Production..................Victor Seydel
Radio Dept.
Time Buyer & Dir...........R. C. Woodruff
Account Executive..........W. G. Beal
Head Production............Victor Seydel
Radio Accounts Placed—American Fruit
Growers, Inc., Clark Bros., Chewigum Co.,
D. L. Clark Co., Colonial Biscuit Co., Du-
quesne Brewing Co., Allegheny-Ludlum Steel
Corp., Joseph Horne Company, Mail Pouch
Tobacco Co., Sterling Oil Co., Penn Tobacco
Co., Lobney Packing.

WARWICK & LEGLER, INC.
230 Park Ave., New York 17, N. Y.
Phone Murray Hill 6-8585
AAAA — ANPA — PPA — ABP — ABC
APA—NOAB

Officers
President..................H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerver.
Secretary-Treasurer.........Robert H. Hughes
Radio Director...............Tevis Hulin
Radio Accounts Placed—The Wm. R. War-
er Co., Larus & Bro. Company, The Sher-
win-Williams Company, Pabst Brewing Co.,
Tangee Cosmetics.

TUCKER WAYNE & CO.
629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701
ANPA—PPA—APA—ABP—SNPA—OAAA

Officers
President..................Tucker Wayne
Vice-Pres. & Radio Talent.....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
Radio Director...............D. D. Connah
Radio Accounts Placed—Southern Bell
Telephone & Telegraph Co. (Regional),
Southern Spring Bed Co. (Regional), Ameri-
can Bakeries Co. (Regional), J. Allen Smith

NORMAN D. WATERS &
ASSOCIATES, INC.
1140 Broadway, New York, N. Y.
Phone, Calendonia 5-7430
ABP — PPA — NOAB

Officers
President..................Norman D. Waters
Vice-President...........Charles M. Whitebrook
Treasurer..................E. L. Waters
Gen. Mgr. & Time Buyer....Bernard Blatt
Art Director................Sy Mogeloff

WEARSTLER ADVERTISING, INC.
20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

Officers
President-Treasurer........Albert M. Wearstler
Secretary..................Mary E. Wearstler

LUTHER WEAVER & ASSOCIATES
200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
APA

Officers
President..................Luther Weaver
Associate..................H. E. Messenger
Director of Radio..........Blanche Anderson
Radio Accounts Placed—Minnesota Fed-
eral Savings & Loan Association, F. C. Hayer
Co., Marshall Co., Twin City Wholesale
Grocer Co., Minnesota State Optometric
Assn., Weyand Furniture Co.
MILTON WEINBERG ADVERTISING CO.  
325 W. Eighth St., Los Angeles 14, Calif.  
Phone Tucker 4111  
ANPA — PPA — ABP  
Officers  
Director of Radio..............Bernard Weinberg  
Space Buyer.....................E. Cousino  
Publicity......................W. H. Krauch  

WILLIAM H. WEINTRAUB & CO., INC.  
30 Rockefeller Plaza, New York 20, N. Y.  
Phone, Circle 7-4282  
ANPA — PPA  
Officers  
President...............William H. Weintraub  
Executive Vice President & Secretary  
Elkin S. Kaufman  
Vice-Presidents...............Paul Rand,  
John D. Scheuer  
Media Director..............William Gallow  
Radio Director..............Hubert Chain  
Talent.........................Vera A. Lea  
Research......................Tom F. Hughes  
Copy Chief...............Kennon Jewett  
Radio Dept.  
Time Buyer...............William Gallow  
Business Mgr. of Radio Dept...Harry Trenner  
Production Mgr..............Theo. Cannon  
Talent.........................Theo. Cannon  
Producers.....................Thomas A. McAvity,  
Procter & Lewis, Roger Bower, Theo.  
Gannon  
Radio Accounts Placed—Anchor-Hocking Glass Corp., Helbro’s Watch Co., Emerson Radio & Phonograph Corp., Miss Swank, Airwick (Seeman Brothers, Inc.).

WEISS AND GELLER, INC.  
400 Madison Ave., New York 17, N. Y.  
Phone Plaza 3-4070  
ANPA—PPA  
Officers  
President...............Max A. Geller  
Vice-Presidents...............Peter Artzt,  
Jos. E. Bloom, Stanley A. Brown, Jos. H.  
Cohn  
Director of Radio..............Lester J. Mallets  
Time Buyer...............Jos. E. Bloom  
Branch Office  
400 N. Michigan Ave., Chicago, Ill.  
Phone Del. 1124  

WERTHEIM ADV. ASSOCIATES  
11 W. 42nd St., New York 18, N. Y.  
Phone, Wisconsin 7-4978  
Officers  
Sole Owner-Radio Dir........Ed L. Wertheim  
Space Buyer-Prod. Mgr........Ed T. Wertheim  
Account Executives............E. L. Wertheim, E. Taylor Wertheim

WESTON-BARNETT, INC.  
217½ West 5th Street, Waterloo, Iowa  
Phone, 4677  
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24 St. James St., London, S.W.I, England
Managing Director: George D. Bryson
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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. Regulations Regarding Broadcast Stations for Television and Facsimile, will be found on pages 945-50 in the same issue.
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WHEN AND HOW CAN TELEVISION TURN A PROFIT?

Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people... and enjoyment limited only by plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment now will be prepared to ride a wave of unprecedented popular enthusiasm... to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and good-will are natural windfalls of the early bird in this new field.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for more than 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

TELEFLASH: More than 90 requests for permission to construct and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time." More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!
TELEVISION

Commercial Stations

Personnel

Licenses Pending

1944 News Highlights

Allocation Proposals

Television Broadcasting Association
YOU can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television...FM and AM reception and transmission...Radar...phonograph reproduction...acoustics...record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment...drawing upon a rich experience of more than 19 years in electronics research and development...a guarantee of leadership.

...And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find Farnsworth engineers leading in more and more fields...Farnsworth experience and Farnsworth equipment belong in your plans for the future.

* WRITE FOR COPIES of "The Story of Electronic Television"—a non-technical brochure for which you'll have many uses.

FARNSWORTH TELEVISION • RADIO • PHONOGRAPHs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers • Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart, the Capehart-Panamuse
PUBLIC acceptance of television as a post-war sight and sound media is assured based on the 1944 developments in the video field.

Notable among the past year's video achievements were the formation of the Television Broadcasters Association in January; the Television Seminar, conducted by the Radio Executives Club of New York during May and June; the FCC's allocations hearing in Washington and controversial issues growing out of spectrum allocations.

Controversial Issues

The controversial side of television centered around whether it should remain "downstairs" or go "upstairs." Most of the spectrum difficulties were ironed out with the FCC's preliminary allocations report which took cognizance of both schools of thought in the allocation of channels. Commercially television is allowed to remain roughly where it is in the lower spectrum with provision made in the higher spectrum for experimental television in color and higher definition monochrome pictures.

Production Problems

Indications that production is one of television's paramount problems was gained during the Television Seminar conducted last summer by the Radio Executives club and discussed at subsequent meetings of video groups in New York, Chicago and Los Angeles. Two schools of thought on production have voiced opinions. One suggests that films, especially produced for video, will constitute the bulk of sight and sound entertainment fare when television gets in stride in the postwar period. Another group argues that film programming will grow monotonous and "live" programs based news and sports events will constitute much of the programming in the early days of commercial tele development.

Right now television stations in New York, Chicago and on the west coast are experimenting in production with a view of being prepared when television is launched on a large scale. Some radio programs such as "The Missus Goes A Shopping," "Ladies Be Seated" have been given successful tryouts in New York together with news commentators, puppet shows and fashion productions. On the west coast films have been used successfully with "live" talent in the presenting of programs. The movies are used as background and for full 15 minute and half hour shows.

Another interesting phase of experimental programming is the surveys being conducted among television set owners on the type of programs they regard as the best video entertainment. Stations in New York have contacted approximately 5,000 television set owners on the Eastern seaboard and in Chicago questionnaires have been mailed to tele set owners in that area.

TBA's First Conference

Formation of the TBA in January of 1944 and the first national conference of the organization in December was another important development of the past year. The conference attracted 700 registrants to the Hotel Commodore in New York with broadcasters, equipment manufacturers, advertising agency executives and others interested in video participating. One of the highlights of the meeting was the presentation of 12 awards to leaders in the video field for services rendered during 1944.

Television covered the Republican and Democratic national conventions in Chicago in June and special films of these conventions were telecast by New York stations and a network including Philadelphia, New York, and Schenectady. Later the linking of New York, Philadelphia and Schenectady stations were heralded in the press as the nation's first television network.

Chronology Presented

Strides made by television during the past year are chronologically listed month by month in this issue of the RADIO ANNUAL. Recapitulation of these events is recreating the dramatic story of television's progress during 1944.
CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away... by television.

HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture... so that future television sets will have the greatest possible sales appeal. Thus in two ways... by helping to broaden the market for television, and by designing a more saleable product for that market... Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus. 
Tune in Sundays, 6 P.M., E.W.T., Blue Network.

PHILCO
FAMOUS FOR QUALITY THE WORLD OVER
WILL most post-war television programs be live-talent or will they be filmed? This question has been asked ten thousand times this past year. I believe that the most suitable type of television program as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theater exhibition. In the evolving of such programs, however, motion picture technique will play a greater part than existing radio or stage techniques and the use of film will be infinitely more important in television broadcasting than the electrical transcription disc is today in radio. In short, I believe that the majority of programs will be on film.

No "Shackles"

The use of the motion picture for the presentation of a television program immediately frees the writer, director and producer from the shackles of the live stage. A television program using live talent naturally faces many of the same restrictions that limit a stage production. All action at any given time is on a single set, and if the action is continuous, the players are held to a single costume. Offstage action can only be referred to and not shown, unless an intermission is declared for a shift of scene and a change of costumes. But with television there can be no between-the-acts intermission. An intermission on a television program—and its audience would promptly dial to another station. True, a system of revolving stage sets, multiple cameras and quick costume changes might be employed, but the technical complications would be heartbreaking. At best, it would permit only a very few locale changes, but would continue to impose a multitude of restrictions on both writer and producer. No reverse shots or complicated angle shots—no shots from other sets, unless there are three more cameras at least on each set. A fundamental of television as in movies is constant scene change and camera movement. The public is accustomed to it and will demand it. I want to see a typical drawing room scene with four or five people—lit so they may move around freely and remain perfectly lit at all times.

Handicaps Removed

All of these program handicaps and restrictions, however, are immediately removed when it is a film program. For example, should the script call for an authentic street scene in Calcutta or Miami, a blizzard in Alaska, or a storm at sea, it would be available from the extensive film libraries maintained by RKO in Hollywood or Pathe News in New York. The players called for in the script could perform against the background of such a scene in such a natural manner that to the television viewer it would all appear to be taken on location. When film is used, rather than live talent, this and hundreds of other proven motion picture devices can be employed to give the television program producer practically limitless freedom of action. There is no substitute for the cutting room and a pair of sharp scissors.

An objection to programs on film is that they do not have the sense of "immediacy" that live talent has. I don't think that is true except, of course, in the case of sporting events—spot news—fires—floods, etc. There's no one who appreciates the live performance provided by the legitimate stage any more than I do. There's something about sitting in a theater watching a good play performed by capable actors and actresses that has no substitute; but if you were to put cameras in that theater and watch those actors and actresses from a distance, it is then nothing more than a motion picture. It loses the personal magnetism, the feeling of live flesh and blood—that thing known as "Theater."

Immediacy Theory

Here is another reason why I cannot agree to the theory of immediacy. Every day as I come to my office which is in the same building as the Radio City Music Hall, I see literally hundreds of
Patrick Michael Cunning
TELEVISION PRODUCTIONS

"Since 1939 America's Leading Independent Television Producing Organization"

THE HOME OF PACKAGE TELESERIALS

STAGE 8

6530 SUNSET BLVD.
IN HOLLYWOOD, CALIF.
people on line in all kinds of weather patiently awaiting to go inside and see a picture which they know was completed several months ago. The people know the middle scenes were shot first and the first scenes shot last. They know each scene was taken and retaken. Yet they line up to get it. Why? It's only a cold, moving and talking shadow—but the story and the actors and actresses will make them laugh or cry or forget themselves for a few fleeting hours.

It has been said many times: The high cost of programs on film is an impossible obstacle. I do not believe that programs in order to be entertaining and good, necessarily have to be expensive beyond reason. Some radio programs today cost from $10,000 to $25,000 for a 30-minute period. That's a range of from $300 to $600 a minute. We could supply film shows for that much and less—and, of course, more.

Knotty Problems

One of the knotty little economic problems of television which keeps occupying the attention of prospective station operators, especially the so-called originating stations for networks, is the vast amount of equipment and personnel needed to put a comparatively few hours of live talent programs on the air. There are a lot of people who say that television will operate only between four and six hours a day. Others point knowingly to a 24-hour-around-the-clock schedule. Let's take for our example a 12-hour day although even that might be some distance in the future. What would be required to put on 12 hours of programs a day if they were all live talent programs? One station operator who has been on the air for several years and who has had the unique experience of running two studios has estimated that it would take 15 studios to put on the air 12 hours of live talent program material, allowing only four hours' rehearsal time to one hour air time. Believe me when I tell you, however, that many 15-minute and half-hour live talent shows require as much as a week of rehearsal. Five of these studios would be very large studios about 3,000 square feet apiece; five would be medium size, around 2,000 square feet, and five small—around 1,300 square feet. Nobody knows just how many technicians, property men, electricians, directors, cameramen, grips and other laborers would be needed for these 15 studios. With the most careful method of staggering all help (union permitting) there may be as many as 200 men needed.

Rehearsal Angles

When a program goes into rehearsal, a production crew is assigned to it and that crew stays with it all during the rehearsal time and is the same crew that will eventually put the show on the air. So you can see that every show in rehearsal will require its own crew.

In a radio station today at the end of a program there is not very much to be done in the studio to get ready for the next show but when a live television show is over, the crew has to come in, strike the set, properties and lights, bring in the new set, dress it, light it, and you just don't do that in 30 minutes. How very simple it is going to be when programs are provided on film. A large motion picture company can arrange with the advertising agency for whom it functions to supply identical prints of a program to any number of television stations throughout the country or, for that matter, the world. It would do this precisely as it supplies its regular motion picture film, on a "day and date" basis. This would be done through its nationwide network of film exchanges. No excitement, no worry, no scurry—just as simple as loading a home movie.

Commercial Opportunities

Public relations or straight advertising via television opens up a vast new field of opportunity. Today, more than ever before, it has become necessary for big business to justify its existence. Television on film will offer a most unique and effective method of spreading the story of the large corporation to Mr. and Mrs. Public. In a most entertaining manner it will be possible to portray what a big company does for its employees—group insurance, social service, hospitalization, home economics, company stores, extension courses, bonus system, job insurance, retirement funds. What better way could there be to present this story to the peoples of the world than via the motion picture films? The screens of the majority of motion picture theaters in this and many other countries have been closed to the advertising or business propaganda film—and rightfully so. People do not wish to buy propaganda or advertising when they go to the theater. Now, with television, the home screens of the world will be open to the advertiser. Here again the efficacy of the television program on film becomes apparent. You can't drag television cameras all through and around a big plant and put on a carefully planned show. Also the finest

(Continued on Page 231)
BOB CLAMPETT
WRITER - DIRECTOR
WARNER BROS. CARTOONS

Now in Production
ON THE FIRST COMMERCIAL CARTOON EVER MADE FOR "TELEVISION"
THE PICTURE ON TELEVISION

By Lewis Allen Weiss
Vice-president-General Manager, Don Lee Broadcasting System and W6XAO, Hollywood.

The public is waiting, the advertisers are ready, and television is set to go. On that three-point platform, the Don Lee Network confirms a decision made 13 years ago when it first put its television station, W6XAO, into operation with the statement that "in a decade, the experiment of television would be a reality in the broadcasting industry."

Discounting the war years that have held up the mass production of television sets, the prophecy of our television experts, shared with others all over the country, came to a climax when the Federal Communications Commission held a hearing to determine the status of television and to make ready its introduction to the immediate post-war world.

Part of the testimony made at the hearing was on a purely technical basis, to substantiate what is common knowledge in the industry that television is ready and capable of giving the public greater and richer measure of broadcasting's third dimension than either radio or motion picture could deliver at a comparable point in their development, and thus should be permitted to operate in or near its present band in the spectrum.

Television stations are now capable of servicing nine-tenths of the population of most major cities in the country. We've also had promises from our set manufacturers that receiving sets will cost as little as $150, combining television with both FM and AM reception. The potential television "looker" is rightfully at that point where he can make his contribution to the success of commercial television.

Public Interest

For it goes without saying that public enthusiasm about television is of paramount importance. Coming right down to brass tacks, it will be the "looker" who will make it possible for the advertiser to make full use of television, and as you'll recall, the advertiser is a third, and important necessary third, in our three-part platform for the new video industry. Certainly a public that has been asked to back and fill, so to speak, while those in the industry make up their minds, isn't going to be a clamoring public who will respond when the signal is given.

And now, about that "advertising third." Already every alert advertising agency in the country is making investigations about the potentialities, the cost and the requirements of this fascinating new medium. At W6XAO we've consulted with both production men and executives in advertising agencies in developing our program plans. We've asked them for specific problems to solve, so that together we have come to some definite conclusions about the restrictions and obligations that must be observed in successful commercial television.

Programming Discussed

Actually, the programming of television and the production of program units are simple problems, and with the experience of radio to guide us, are easily solved by the application of sound showmanship principles to this new means of expression.

In our studios on Mount Lee, we've already produced about every type of program feasible for broadcast. Many successful years of remote broadcasting are on our records, and as those who live in the Los Angeles area remember, the sight of the huge red W6XAO television remote unit became a familiar part of our pre-war parades, festivals, athletic meets and aquatic events. We've taken our receivers up into the air to experiment with a combination of airplane and land television reporting. We've filmed news events, a fire in downtown Los Angeles is one I remember, a flood at Long Beach another, and on a televisioned program later the same day shown the pictures we obtained.

With studio programs, our experience has also been wide. Operas, famous dramas, original plays and musicals have been produced before our cameras, and we've even tried out the five-a-week serial with great success. Working with miniatures, combining film with live talent in dramatic sequences and introducing news reporting and commentary
CONSIDER TELEVISION AS AN ACTUALITY!

THE time when television was “just around the corner” has now passed. Today we have with us a vigorous new industry, complete with all the problems of a virtually untried medium.

These problems are serious but not insurmountable. There are “bugs” inherent in all new things. Television's “bugs” must be overcome. The future of the entire industry lies in our approach to these problems, and the solutions we find for them.

In a comparatively short time, televising will begin on a large scale. Too late then for “bugs.” Public and sponsor acceptance of television, for years to come, will depend on the groundwork that is being done today.

In television, the glamour and eye-appeal of the stage, the imagery of the radio, the technical skills of the screen must be successfully combined. How to accomplish this? What talent will be best suited for the job? What stories are adaptable to this new medium? These are the problems with which Ray-Tele can help you. We at Ray-Tele have studied and analyzed these very difficulties. When we found the answers, we went into business for the express purpose of helping you and the industry as a whole.

Use Ray-Tele for its fund of information. Use it as a stepping-stone to success in a new business which may easily become the greatest the entertainment world has ever known.

RAY-TELE • BR. 9-5365
504 Fifth Avenue, New York 20, N. Y.
through visual means have been among our experiments. And of course, by now, after some 15,000 hours of television broadcasting, we’re past masters on the “how to do it” broadcast, even having grown a Victory garden before the eyes of the “lookers” tuned to W6XAO.

**Question of Cost**

And so, of course, we finally come to the question of cost. Here I have some more specific information. First, because hundreds of thousands of dollars worth of experimenting has gone on in the program departments of the nation’s television stations, the advertisers who buy television programs will inherit a production cost much lower than they would have if organizations like Philco, RCA, Farnsworth and others like ourselves at Don Lee had limited our ground breaking interests to purely technical experiments. Secondly, we’ve actually computed what the technical operating costs will be, and thus have given potential advertisers some material with which to start figuring.

We find that the technical costs will start at $300 per hour—that being the cost to the station to maintain the staff and put the cameras and transmitter into operation for a four hour broadcast schedule.

As I’ve said, for nearly 14 years now the Don Lee Broadcasting System has been helping write the history of television. We began operations in our original downtown Los Angeles studios, and in 1940 opened the world’s first built-for-television studios atop Mount Lee in the heart of Hollywood. That we’re looking forward to the future of both television and Frequency Modulation you all know by now, from the news release a few weeks ago telling of the purchase by the Don Lee Broadcasting System of a 160-acre site at Deer Park on Mt. Wilson, the most advantageous site our engineers could find in Southern California, the site from which we hope soon to cover all of Southern California as our commercial television station goes into regularly scheduled operation.

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**FILM OUTLOOK IN TELEVISION**

(Continued from Page 227)

Live talent program produced in America means nothing in a country where English is not spoken or understood. The cost of the program or series of programs must be borne by the one-shot performance. Suppose it were to cost ten times as much to put it on films? By the simple expedient of what we in the picture business call “lip dubbing,” we can translate the program into any and every language and send prints of such programs to all countries just as we now send foreign versions of our motion pictures. This enables our giant corporations whose scope is world-wide to reach via television not just millions in this country but eventually, billions of people.

**Film as Backbone**

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film transcription or “Telereel” will prove to be the backbone of the programming system.

In the post-war period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today. National advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top rating program carried by another network or face a three-hour time differential. Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in the order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours.

RKO is going to make syndicated film programs available as soon as station construction starts. It is preparing now. Even after national or large regional networks are established, the “Telereel” will remain an important, if not the most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

No single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are now available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation.
A review of the past year's television events indicates the tremendous post-war possibilities of the sight-and-sound medium. Increasing momentum is evident from the upward surge of activity reported in the columns of RADIO DAILY. The following pages contain the recorded highlights of the year in television.

JANUARY

Jan. 18—The newly formed Television Broadcasters Association discussed and adopted by-laws at its first annual meeting held at Chicago.

Jan. 21—NBC inaugurated a 50-week television course for its staff engineers in anticipation of post-war development of television.

Jan. 26—Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the newly formed Television Press Club at the group's first monthly luncheon that Mexico will be one of the centers of television in Latin-America.

Jan. 28—NBC and RCA in cooperation with General Electric began installation of 45 additional tele receivers in hospitals for wounded servicemen in the metropolitan New York area. Mid State Television Corp. was formed in Boston and planned to open tele studios in Lowell, Mass., within the year.

FEBRUARY

Feb. 1—After serving two years with OWI, F. P. Nelson has returned to Westinghouse Radio Stations, Inc., to resume his old post. He will undertake new duties as manager of television and shortwave.

Feb. 2—The Television Broadcasters Association, Inc., elected Allen B. DuMont as its first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

Feb. 8—First tele application of 1944 was filed by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

Feb. 25—A cooperative time exchange was set up between WNEW, New York independent station, and W2XWV, experimental television outlet operated in New York by the Allen B. DuMont Laboratories.

MARCH

Mar. 1—Will Baltin, program manager for the DuMont television station W2XWV, was named secretary-treasurer of the Television Broadcasters Association at a meeting of the organization's board of directors. In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice chairman of the RTPB, forecast no conflict between FM and television in the post-war period.

Mar. 6—Television was dramatized in the morning over CBS in one of the "American School of the Air" radio series, titled "The Vacuum Tube." Featuring Worthiton Miller, manager of Columbia's tele department, the script dramatized the role of the tube in the development of eye-and-ear entertainment.

Mar. 20—Statements made by NBC, CBS and A.T.&T. over the weekend indicated steadily increasing interest in planning television's future. N. Ray Kelley was appointed by NBC to take charge of the network's technical facilities of television. Plans for a $2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A.T.&T. Paul W. Keston, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to CBS stockholders.

Mar. 21—Stromberg-Carlson Co. announced plans for a tele station and a new "Rochester Radio City" housing AM, FM and television as a post-war development through William Fay, vice-president in charge of broadcasting.
Mar. 24—Allen B. DuMont, president of TBA, told the American Marketing Association at a Murray Hill Hotel luncheon that advertisers and advertising men are already convinced that television advertising has real possibilities. He spoke on the topic, “T.N.T.—Television Now and Tomorrow.”

Mar. 29—Thomas F. Joyce, manager of RCA Victor’s radio, phonograph and tele department, indicated in an address before a morning educational forum of The Advertising Women of New York that television’s quality of immediacy would provide the greatest vehicle of mass education that he had ever known.

**APRIL**

April 3—Gerald Cook, former director of tele for the BBC, expressed the belief that progress of television programming would be advanced 10 years through a merger of sight-and-sound facilities by the webs and other interested parties for a training period of three years only. He added that this opinion was his own and did not reflect the policy of BBC. First among the class magazines to experiment with television was the “Mademoiselle,” with its debut over W2-XWV, aimed at projecting what’s new in the news in fashions, in jobs and futures and in fun.

April 3—As guest speaker at the organizational meeting of the newly formed Television Producers Association, Allen B. DuMont stressed the improvement of the technique of writing and creating television programs.

April 4—Approval of 12 members in the Television Broadcasters Association, Inc., was voted by the board of directors at a meeting held in the TBAI offices in New York, bringing the total membership to 15.

April 7—Addressing a luncheon meeting of the Radio Executive Club on “Television’s Opportunities,” Dr. Alfred N. Goldsmith, electrical engineer, declared that the industry will be a boom to employment and that “science and engineering will have added one more great implement to those at the disposal of humanity.” At a special press luncheon, General Electric revealed its post-war television plans. Announcement was made by the Radio Executives Club that the REC would conduct a “Television Seminar” starting in May and continuing through September, covering all phases of the subject.

Apr. 10—WFIL, of Philadelphia, has designated the station’s “Playhouse Studio” as experimental studio for video coaching. First television premiere of a film to be televised at key points across the country was MGM’s “Patrolling the Ether.” James L. Fly, chairman of the FCC, appeared before the NBC tele cameras in New York to introduce the film which dramatized the wartime activities of the radio intelligence division of the FCC.

Apr. 19—Television Actors Guild, social organization devoted to the advancement of television acting, was formed in Hollywood. John Folger was named temporary chairman.

Apr. 21—Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Apr. 24—Post-war industrial applications of television were outlined in Detroit by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, before a meeting of the Engineering Society. He looked for tele as a visual means of plant control to speed production.

Apr. 24—Locations for “Vaqueros Ride” is believed to be the first television “Western” movie, shot at Coe’s Cove Rancho in Hollywoodland. Telecine 16mm. film was used for the first time.

Apr. 25—Growing interest of the nation’s newspaper publishers and editors in the post-war development of television, FM, and facsimile were indicated at the convention of the American Newspaper Publishers Association at the Waldorf-Astoria, New York.

Apr. 26—Speaking on the topic “The Story of Television Programming,” Gilbert Seldes told members of the Television Press Club that television does best what is caught unprepared. . . In a move which was believed to be designed to head off the formation of a Television Actors Guild in New York similar to the one recently organized on the West Coast, Equity Screen Actors Guild and the American Federation of Radio Artists issued a joint statement.

**MAY**

May 5—Transformation of color in television to gradations of black and white was demonstrated by Bud Gamble, of Farnsworth Tele-
vision & Radio Corp., at a meeting of the TPA held in New York.

May 8—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night, May 5, for Marshall Field Co., Chicago.

May 18—In step with the industry’s progressive thinking and planning, RADIO DAILY presented the first issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will be published on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

May 25—Television and other refinements of the radioart will provide millions of jobs for American idlers, Senator Burton K. Wheeler, D. Mont., declared during his address on the occasion of the 100th anniversary of the sending of the first telegraph message. . . . George Henry Payne, former member of the FCC, has been named vice-president and director of the Finch Telecommunications Co. of New York. . . . The board of governors of the Television Press Club named Richard W. Hubbell chairman of the scribes’ organization at its first semi-annual election of officers.

May 31—Television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

JUNE

June 6—First film company to enter the television film production field is RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

June 7—With the Allied Expeditionary Forces smashing inland from the French coast, two New York television stations, WBNT and WABD, went on the air with special events marking the historic thrusts into European continent.

June 15—A three-city tele network will pick up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago will be made available to about 7,000 television in the Eastern area, C. L. Menser announced. . . . Staging of a two-hour musical comedy, “The Boys from Boise” on Thursday, July 13, will mark the opening of DuMont’s new WABD studios and will represent television’s most ambitious program planning to date in the New York area.

JULY

July 6—Pacific Coast Independent Television Producers Association was formed, with Patrick Michael Cunnin, Hubbard Hunt, Rudi Feld, Armand Piaggi and Joseph Sawyer charter members.

July 13—Because of an increasing demand for speakers versed in the technical and non-technical aspects of television, a Television Speakers Bureau was established by the Television Broadcasters Association, Inc.

July 24—The award for the year’s outstanding contribution to the art of television programming was presented to WRGB, Schenectady, N. Y., by Dan D. Halpin, president of the American Television Society.

AUGUST

Aug. 3—Announcement was made of an ambitious plan to educate agency executives and advertisers in the post-war potentialities of television with the launching in Baltimore on Aug. 20 of a 10-day tele demonstration by NBC and RCA in co-operation with radio station WBAL.

Aug. 8—First advertising agency to set up regularly weekly auditions for commercial talent is Ruthrauff & Ryan with try-outs scheduled for every Friday at WABD.

SEPTEMBER

Sept. 5—Widespread interest in television as an advertising medium is indicated in the countrywide response of General Electric’s invitation extended to the stores to be present at a program to be staged in Schenectady, N. Y., in the studios of WRGB, on Friday, Sept. 29.

Sept. 8—In a closed meeting of the television and FM panels of the RTPB held in New York City, preliminary discussions of allocations aired in preparation for the hearings to be conducted in Washington, beginning Sept. 28.

Sept. 18—Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the “best contribution to television during the year” highlighted the first fall meeting of the American Television Society Sept. 14.

OCTOBER

Oct. 2—A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC.
This dispute, the first to be brought into the open since the sessions started Thurs-
day, Sept. 28, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band.

Oct. 3—Four out of every ten persons plan to purchase television sets when they are re-
leased after the war; six out of ten post-
poming the purchases of tele sets say they
will buy within three years after the end of
the war; six out of 10 say the clarity of the
picture will not influence their pur-
chases, it was disclosed by the Allen B.
DuMont Laboratories following a survey con-
ducted within the New York City metropoli-
tan area.

Oct. 5—The appointment of Jay Strong to the post of director of television was made by the Basch Radio Productions.

Oct. 9—in collaboration with the University Ex-
tension of Columbia University, NBC Uni-
versity of the Air inaugurated a television
course which is recognized for credit toward a University degree.

Oct. 13—Transoceanic television has not been stressed enough, Gilbert Seldes, head of CBS' television division, declared at the weekly luncheon of the Overseas Press Club of America in New York. He referred to a request for an article made by an Australian publication that has evinced great interest in
the new medium and its prospects for the
"world down under." . . . The War Finance Committee of New York announced that television will be used as a public service function when it is employed in the fall as a training medium for the Sixth War Loan workers.

Oct. 16—Emphasis on the use of films as tele-
vision entertainment characterized the presen-
tation of four speakers before a meeting of
the American Television Society in New York.

Oct. 17—in Washington, D. C., television wit-
nesses paraded before the FCC allocation hearing giving views for and against develop-
ment of video in its present stage as a
sight and sound media.

Oct. 18—Television stations, at least for a good
many years to come, will be limited to cities
having populations of more than 500,000,
Lewis Allen Weiss, head of the Don Lee
Broadcasting System, told the FCC at its
allocation hearing in Washington. Only cities
cf a half million or more will be able to sup-
port a video broadcasting station, he de-
clared . . . Looking ahead 10 years and envisioning the potentialities of television
in the home, Thomas J. Joyce, tele executive
for the RCA Victor Division, told the an-
nual Boston Conference on Distribution that
in 1955 there will be 30,000,000 homes
equipped with video receivers, offering that
many showrooms for merchandise as against
1,777,000 retail spots now used for display.

Oct. 19—Supporting the statement of Don
Lee's Lewis Allen Weiss that television is too
expensive for any but the larger cities,
James D. McLean, General Electric tele-
vision sales manager, told the FCC that
the initial expense for a television station would run from $150,000 to $300,000, with oper-
aing expenses amounting to about another
$350,000 per year. The estimate for the
initial cost makes no provision for grounds,
buildings or antenna supporting structures.

Oct. 24—Television holds great promise in the
first post-war decade if it can be developed
to satisfactory state and released soon
enough, Arno H. Johnson, director of media
and research of J. Walter Thompson Co.,
told members of the Radio Executives Club
of New York City.

Oct. 27—Two spokesmen for television who
urged the immediate post-war development of the video art were heard as witnesses
before the FCC's Allocation hearing, when
Niles Trammell, president of NBC, and
Allen B. DuMont, president of the Tele-
vision Broadcasters Association, Inc., gave
testimony. Trammell counseled the Com-
mision to give a green light to full scale
television broadcasting on present standards.
Urging the FCC to end the "indecisions and
restraints" that have pinned down imme-
diate expansion of television into a national
service, DuMont asked the FCC to accept
the recommendations voiced by Panel No.
6 of the RTFB.

Oct. 31—Three media, television, radio and
newspaper, will collaborate to bring a visual
presentation of the election reports to tele-
viewers over WABD, Nov. 7, it was an-
nounced by Raymond E. Nelson, vice-presi-
dent in charge of television and radio for
the Charles M. Storm agency; Bernice Judis,
vicepresident and general manager of
WNEW; Carl Warren of the New York
"Daily News."

NOVEMBER

Nov. 2—Television's power will be such in 1948
that the presidential nominees will be chosen
for their telegenic qualities just as they are
now nominated with their radio voice in
mind, Edward Sobol, production director of
TELEVISION HIGHLIGHTS

Dec. 12—Sixteen television leaders were presented awards for outstanding contributions to video development at the First Annual Conference Banquet of the Television Broadcasters Association. . . . Three authorities of television, Thomas Hutchinson, head of RKO Television Productions, Commander William Eddy, formerly connected with the television firm of Balaban & Katz Corp.; and Richard W. Hubbell, production manager for the Broadcast Division of the Crosley Corp., of Cincinnati, Ohio, are preparing books on television that are scheduled to appear during 1945.

Dec. 13—Jack R. Poppele, chief engineer and secretary of WOR, New York, was elected president of the TBA at the closing session of their two-day meeting at the Hotel Commodore yesterday. Other officers elected were Robert L. Gibson, of General Electric, vice-president; Will Baltin, secretary-treasurer; and O. B. Hanson, chief engineer and vice-president of NBC, as assistant treasurer.

Dec. 15—Television will be the motion picture industry’s most powerful medium for exploiting the glamour of Hollywood and its stars, Blaus Landsberg, director of television station W6XYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York.

Dec. 18—Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world. . . . Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

Dec. 26—Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks, and lacing the usual studio facilities.

NBC television, told the members of the Television Press Club at its first meeting of the new season.

Nov. 8—Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Nov. 13—Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon at the Hotel Commodore in New York City with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austin, chairman of the program, discussing the convention planning.

Nov. 20—A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors’ voice in the forthcoming annual Television Broadcasters Association, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

Nov. 30—In a by-lined article, Herbert Graf, NBC director of operatic production and stage director of Metropolitan Opera Company, stated that “television, will in my opinion, be the decisive medium in making opera a popular art in America.”

DECEMBER

Dec. 6—WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan Drive on a tour of 19 Oklahoma cities. Thousands of adults lined auditorium aisles for closeups of reflector pictures of local dignitaries, citizens, children, pets, and bombarded technicians with amazingly searching questions.

Dec. 11—First annual conference of the Television Broadcasters Association, Inc., got underway at the Hotel Commodore in New York City in the morning with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Registration included television broadcasters, radio station operators, manufacturers of equipment, advertising agency executives, and publishers, which indicated the widespread interest in the post-war planning of video.
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

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>ESR (Effective Signal Radiated)</th>
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</thead>
<tbody>
<tr>
<td>Balaban &amp; Katz Corp.</td>
<td>WBKB</td>
<td>60000-66000 Ch. 2</td>
<td>550 Cond. CL.</td>
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<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBW</td>
<td>60000-66000 Ch. 2</td>
<td>1000</td>
</tr>
<tr>
<td>Don Lee Broadcasting System</td>
<td>KTSL</td>
<td>50000-56000 Ch. 1</td>
<td>5600</td>
</tr>
<tr>
<td>General Electric Co. Schenectady, N. Y.</td>
<td></td>
<td></td>
<td>S.A. rebroadcast WNB T aural and location announcements</td>
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<tr>
<td>Transmitter: New Scotland, N. Y. WRGB</td>
<td></td>
<td>66000-72000 Ch. 3</td>
<td>3100</td>
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<tr>
<td>The Journal Co. Milwaukee, Wisc. WMJIT</td>
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<td>66000-72000 Ch. 3</td>
<td>1200 (CP only)</td>
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<tr>
<td>National Broadcasting Co. New York, N. Y. WNB T</td>
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<td>50000-56000 Ch. 1</td>
<td>1800</td>
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<tr>
<td>Philco Radio &amp; Television Corp. Philadelphia, Pa. WPTZ</td>
<td></td>
<td>66000-72000 Ch. 3</td>
<td>500</td>
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<tr>
<td>Zenith Radio Corp. Chicago, Ill. W8XAO</td>
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<td>WTZR</td>
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### Pending Applications

<table>
<thead>
<tr>
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<th>Licensee</th>
<th>Visual-Aural Power (Watts)</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>Fresno</td>
<td>No. 2</td>
<td></td>
<td>J. E. Rodman</td>
<td>..........................</td>
<td>Commercial construction permit application. No power specified.</td>
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<tr>
<td>Hollywood</td>
<td>No. 1</td>
<td>W8XAO</td>
<td>Don Lee Broadcasting System</td>
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<td>Don Lee Broadcasting System</td>
<td>1000 150</td>
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</tr>
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<td>Location</td>
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<td>Visual-Aural Power (Watts)</td>
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<tr>
<td>Los Angeles</td>
<td>60-66</td>
<td>W6XHH</td>
<td>Hughes Productions, Division of Hughes Tool Company</td>
<td>10000 10000</td>
<td>Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.</td>
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<tr>
<td>Los Angeles</td>
<td></td>
<td></td>
<td>Los Angeles Times Mirror</td>
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<td>MGM-Loew's Pix Corp.</td>
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<td>Los Angeles</td>
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<td>National Broadcasting Co.</td>
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<td>78-84</td>
<td>W6XYZ</td>
<td>Television Productions, Inc.</td>
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<td>96-102</td>
<td>KSEE</td>
<td>Earle C. Anthony, Inc.</td>
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<tr>
<td>Los Angeles</td>
<td>204-216</td>
<td>W6XLA</td>
<td>Television Productions, Inc.</td>
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<td>318-330</td>
<td>W6XDU</td>
<td>Don Lee Broadcasting System</td>
<td>15 50</td>
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<td>Don Lee Broadcasting System</td>
<td>1000 1000</td>
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<td>60-60</td>
<td>W6XHT</td>
<td>Hughes Productions, Division of Hughes Tool Co.</td>
<td>10000 10000</td>
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<td>The Associated Broadcasters, Inc.</td>
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<td>E. F. Peffer</td>
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<tr>
<td>Denver</td>
<td>60-66</td>
<td></td>
<td>National Broadcasting Co.</td>
<td>4000 2000</td>
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</table>

**COLORADO**

Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.
<table>
<thead>
<tr>
<th>Location</th>
<th>Channel No.</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural Power (Watts)</th>
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<td>Hartford</td>
<td>No. 7</td>
<td>W9XZT</td>
<td>The Travelers Broadcasting Service Corp.</td>
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<td>WNEW</td>
<td>National Broadcasting Co.</td>
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<td>W9WR</td>
<td>Philco Radio &amp; Television Corp.</td>
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<td>K9XBP</td>
<td>Bamberger Broadcasting Service</td>
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<td>Washington</td>
<td>No. 6</td>
<td>W9XWT</td>
<td>Capitol Broadcasting Co.</td>
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<td>Washington</td>
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<td>W9XBB</td>
<td>MGM-Losw's Pix Corp.</td>
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<td>W9XZV</td>
<td>Zenith Radio Corp.</td>
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<td>K9XBP</td>
<td>National Broadcasting Co.</td>
<td>4000 2000</td>
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<td>Chicago</td>
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<td>W9XBB</td>
<td>Balaban &amp; Katz Corp.</td>
<td>4000 2000</td>
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<td>W9XCB</td>
<td>Columbia Broadcasting System</td>
<td>1000 1000</td>
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<tr>
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<td>No. 4</td>
<td>W9XBP</td>
<td>WGN, Inc.</td>
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<td>Licensed. Television relay pick-up station used with W9XBB and W9XBB.</td>
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<td>Chicago</td>
<td>No. 8</td>
<td>W9XBP</td>
<td>Blue Network Co., Inc.</td>
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<td>102-108</td>
<td>K9XBB</td>
<td>Balaban &amp; Katz Corp.</td>
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<td>162-168</td>
<td>K9XBP</td>
<td>Johnson Kennedy Radio Corp.</td>
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<td>K9XBB</td>
<td>Balaban &amp; Katz Corp.</td>
<td>10 None</td>
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<thead>
<tr>
<th>Location</th>
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<th>Licensee</th>
<th>Visual-Aural Power (watts)</th>
<th>Remarks</th>
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<td>West Lafayette</td>
<td>No. 3</td>
<td>W9XG</td>
<td>Purdue University</td>
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<td>No. 2</td>
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<td>P. R. Mallory &amp; Co., Inc.</td>
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<td>WFBM, Inc.</td>
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<td>Indianapolis</td>
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<td>Capitol Broadcasting Corp.</td>
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<td>Commercial television application.</td>
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<td>Indiana</td>
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<tr>
<td>Iowa City</td>
<td>No. 1</td>
<td>W9XUI</td>
<td>State University of Iowa</td>
<td>100 None</td>
<td>Licensed experimentally. Research and development only.</td>
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<td>New Orleans</td>
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<tr>
<td>Boston</td>
<td>No. 4</td>
<td></td>
<td>Allen B. Du Mont Labs., Inc.</td>
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<td>No. 1</td>
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<td>General Television Corp.</td>
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<td>Waltham</td>
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<td></td>
<td>Raytheon Co.</td>
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<td>Construction permit application.</td>
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</table>

Note: Application received by FCC from Indianapolis Broadcasting, Inc., Licensee of WIRE, Indianapolis, for commercial television station.

IOWA

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.e.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural Power (watts)</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>Iowa City</td>
<td>No. 1</td>
<td>W9XUI</td>
<td>State University of Iowa</td>
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LOUISIANA

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<td>Maison Blanche Co.</td>
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MARYLAND

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<tr>
<td>Boston</td>
<td>No. 5</td>
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<td>Westinghouse Radio Stations, Inc.</td>
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<td>Allen B. Du Mont Labs., Inc.</td>
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<tr>
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<td>WIXG</td>
<td>General Television Corp.</td>
<td></td>
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<tr>
<td>Waltham</td>
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<td>Construction permit application.</td>
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MASSACHUSETTS

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<th>Location</th>
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<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural Power (watts)</th>
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<td>Detroit</td>
<td>No. 1 50-56</td>
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<td>The Jam Handy Organization, Inc.</td>
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<td>St. Louis</td>
<td>No. 4 78-84</td>
<td>..</td>
<td>ALFCO Co.</td>
<td>4000 2000</td>
<td>Commercial construction permit application.</td>
</tr>
<tr>
<td><strong>NEBRASKA</strong></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Omaha</td>
<td>No. 1 50-56</td>
<td>..</td>
<td>Radio Station WOW, Inc.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td><strong>NEW JERSEY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Camden</td>
<td>No. 5 84-90</td>
<td>Ex-W3XEP</td>
<td>Radio Corp. of America</td>
<td>30000 30000</td>
<td>Experimental license reinstatement application. Research and development only.</td>
</tr>
<tr>
<td>Camden</td>
<td>321-327</td>
<td>Ex-W3XAD</td>
<td>Radio Corp. of America</td>
<td>500 500</td>
<td>Experimental license reinstatement application. Research and development only.</td>
</tr>
<tr>
<td>Newark</td>
<td>No. 5 84-90</td>
<td>..</td>
<td>Bremer Broadcasting Corp.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>Passaic</td>
<td>No. 4 78-84</td>
<td>W2XVT</td>
<td>Alle B. DuMont Laboratories, Inc.</td>
<td>50 50</td>
<td>Licensed experimentally. Research and development only.</td>
</tr>
<tr>
<td><strong>NEW MEXICO</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Albuquerque</td>
<td>No. 1 50-56</td>
<td>..</td>
<td>Albuquerque Broadcasting Co.</td>
<td>3000</td>
<td>Experimental construction permit application. No aural power specified.</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>Note: Albuquerque Broadcasting Co. application for construction permit amended to read “Commercial station” instead of “Experimental station.”</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td>Channel (m.c.)</td>
<td>Call Letters</td>
<td>Licensee</td>
<td>Visual-Aural Power (watts)</td>
<td>Remarks</td>
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<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Buffalo</td>
<td>No. 1</td>
<td>WEBS</td>
<td>W2XWV, Inc.</td>
<td>5000 3000</td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>WNBT</td>
<td>National Broadcasting Co.</td>
<td></td>
<td>Licensed commercially.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 1</td>
<td>W2XMT</td>
<td>Columbia Broadcasting System</td>
<td>4000 4000</td>
<td>Licensed commercially with temporary facilities.</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>W2XBT</td>
<td>Allen D. BuMont Laboratories Inc.</td>
<td>1000 1000</td>
<td>Licensed commercially.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 4</td>
<td>W2XWV</td>
<td>MGM-Laew's Pix Corp.</td>
<td></td>
<td>Commercial television application.</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>WABD</td>
<td>Allen D. BuMont Laboratories, Inc.</td>
<td>4000 1000</td>
<td>Application for conversion of W2XWV to commercial status.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 6</td>
<td>W2XBB</td>
<td>Bamberger Broadcasting Service</td>
<td>4000 2000</td>
<td>Experimental construction permit expired. Application for reinstatement and conversion to commercial status.</td>
</tr>
<tr>
<td>(Portable-Mobile)</td>
<td>No. 8</td>
<td>W2XMT</td>
<td>Metropolitan Television, Inc.</td>
<td>1000 500</td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 8</td>
<td>W2XBT</td>
<td>National Broadcasting Co.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>(Portable-Mobile)</td>
<td>No. 9</td>
<td>W2XBM</td>
<td>Philco Radio &amp; Television Corp.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 11</td>
<td>W2XMT</td>
<td>News Syndicate, Inc.</td>
<td></td>
<td>Construction permit application for experimental relay pick-up station to be used with W2XWV.</td>
</tr>
<tr>
<td>(Portable-Mobile)</td>
<td>204-210</td>
<td>W2XBM</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>15</td>
<td>Construction permit application for experimental relay pick-up station to be used with W2XWV.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 15</td>
<td>W2XMT</td>
<td>Blue Network Co., Inc.</td>
<td></td>
<td>Licensed. Television relay pick-up station used with W2XWV.</td>
</tr>
<tr>
<td>(Portable-Mobile)</td>
<td>258-270</td>
<td>W2XBM</td>
<td>Allen D. BuMont Laboratories, Inc.</td>
<td></td>
<td>Licensed. Television relay pick-up station used with W2XWV.</td>
</tr>
<tr>
<td>New York</td>
<td>No. 17-18</td>
<td>W2XBM</td>
<td>National Broadcasting Co.</td>
<td></td>
<td>Construction permit for television relay pick-up station to be used with W2XWV.</td>
</tr>
<tr>
<td>(Portable-Mobile)</td>
<td>346-358</td>
<td>W2XBM</td>
<td>Columbia Broadcasting System</td>
<td></td>
<td>Construction permit for television relay pick-up station to be used with W2XWV.</td>
</tr>
<tr>
<td>New York</td>
<td>Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radio &amp; Television Co.). Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual and 100 watts for aural, and change in name.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are W2XBD. License for experimental transmitter W2XWV is being retained to continue experimental work.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Columbia Broadcasting System</td>
<td></td>
<td></td>
<td></td>
<td>Construction permit application for experimental station to be operated on 401000 to 417900 kilo. No power and no channel specified.</td>
</tr>
<tr>
<td>Rochester</td>
<td>No. 1</td>
<td>W2XWV</td>
<td>General Electric Co.</td>
<td>10000 3000</td>
<td>Licensed commercially.</td>
</tr>
<tr>
<td>Schenectady</td>
<td>No. 3</td>
<td>W2XGE</td>
<td>General Electric Co.</td>
<td>60 50</td>
<td>Licensed. Studio to transmitter link station used with WRGB.</td>
</tr>
<tr>
<td>(T—New Scotland)</td>
<td>102-118</td>
<td>W2XBM</td>
<td>Schenectady</td>
<td></td>
<td>Licensed commercially.</td>
</tr>
</tbody>
</table>

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### PENDING TELEVISION APPLICATIONS

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schenectady</td>
<td>162-168</td>
<td>W2XI</td>
<td>General Electric Co.</td>
<td>50 None</td>
<td>Licensed. Television relay pick-up station used with WRGB.</td>
</tr>
</tbody>
</table>

**OHIO**

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>50-56</td>
<td>W8XCT</td>
<td>Crosley Corp.</td>
<td>1000 1000</td>
<td>Experimental construction permit expired April 28, 1944. Application for extension of completion.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>50-56</td>
<td></td>
<td>National Broadcasting Co.</td>
<td>4000 2000</td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>60-66</td>
<td></td>
<td>United Broadcasting Co.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>Cleveland</td>
<td>60-72</td>
<td></td>
<td>The WGAR Broadcasting Co.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>Columbus</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Commercial television application.</td>
</tr>
</tbody>
</table>

**OKLAHOMA**

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma City</td>
<td>50-56</td>
<td></td>
<td>WKY Radio-Phone Co.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
</tbody>
</table>

**OREGON**

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td></td>
<td></td>
<td>Radio Sales Corp.</td>
<td></td>
<td>Commercial television application.</td>
</tr>
</tbody>
</table>

**PENNSYLVANIA**

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>66-72</td>
<td>WPTZ</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>10000 10000</td>
<td>Licensed commercially.</td>
</tr>
<tr>
<td>(T-Wyndmoor)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Licensed experimentally.</td>
</tr>
<tr>
<td>(T-Wyndmoor)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Commercial television application.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>96-102</td>
<td></td>
<td></td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>102-108</td>
<td>Bambergers Broadcasting Service</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>180-186</td>
<td>WDAS</td>
<td></td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
</tbody>
</table>

Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-81000 kilocycles, instead of Channel No. 6.
## PENDING TELEVISION APPLICATIONS

<table>
<thead>
<tr>
<th>Location</th>
<th>Channel (m.c.)</th>
<th>Call Letters</th>
<th>Licensee</th>
<th>Visual-Aural (Power (watts))</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>No. 13-14</td>
<td>W3XP</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>15 None</td>
<td>Licensed. Television relay pick-up station used with WPTZ and W3XE.</td>
</tr>
<tr>
<td>Portable (Mobile)</td>
<td>230-242</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>No. 13-14</td>
<td>W3XPA</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>15 None</td>
<td>Licensed. Television relay pick-up station used with WPTZ and W3XE.</td>
</tr>
<tr>
<td>(Portable Mobile)</td>
<td>230-242</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>No. 13-14</td>
<td>W3XPC</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>15 None</td>
<td>Licensed. Television relay pick-up station used with WPTZ and W3XE.</td>
</tr>
<tr>
<td>(Portable Mobile)</td>
<td>230-242</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>No. 13-14</td>
<td>W3XPR</td>
<td>Philco Radio &amp; Television Corp.</td>
<td>60 None</td>
<td>Licensed. Television relay pick-up station used with WPTZ and W3XE.</td>
</tr>
<tr>
<td>(Portable Mobile)</td>
<td>230-242</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>No. 1</td>
<td>50-56</td>
<td>Westinghouse Radio Stations Inc.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
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</tr>
<tr>
<td>Providence</td>
<td></td>
<td></td>
<td>The Yankee Network</td>
<td></td>
<td>Commercial television application.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td>No. 1</td>
<td>50-56</td>
<td>J. W. Birdwell</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>Dallas</td>
<td>No. 2</td>
<td></td>
<td>Bob O'Donnell’s Interstate Circuit</td>
<td></td>
<td>Commercial television application.</td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>No. 1</td>
<td>50-56</td>
<td>Intermountain Broadcasting Corp.</td>
<td>100 200</td>
<td>Experimental construction permit application.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>No. 2</td>
<td>60-66</td>
<td>Utah Broadcasting Company</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>No. 3</td>
<td>66-72</td>
<td>Havens &amp; Martin, Inc.</td>
<td>4000 3000</td>
<td>Commercial construction permit application.</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>South Charleston</td>
<td>No. 1</td>
<td>50-56</td>
<td>Gus Zaharis</td>
<td>200 110</td>
<td>Experimental construction permit application.</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spokane</td>
<td>No. 1</td>
<td>50-56</td>
<td>Louis Wasmor, Inc.</td>
<td></td>
<td>Commercial construction permit application. No power specified.</td>
</tr>
<tr>
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</tr>
<tr>
<td>Milwaukee</td>
<td>No. 3</td>
<td>WMJT</td>
<td>The Journal Co.</td>
<td>4000 2000</td>
<td>Commercial construction permit expired Oct. 27, 1942. Application for reinstatement seeking indefinite extension of completion date.</td>
</tr>
<tr>
<td></td>
<td>66-72</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>300-312</td>
<td>W9XCV</td>
<td>The Journal Co.</td>
<td>15 None</td>
<td>Television relay pick-up station construction permit expired. Application for reinstatement.</td>
</tr>
<tr>
<td>(Portable Mobile)</td>
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</tbody>
</table>

244
WBKB
CHICAGO
CHANNEL 2
Frequency: 60000-66000 Kc.
Power: 4 Kw.; 2 Kw.
Effective Signal Radiated: 796
Owned-Operated By: Balaban & Katz Corp.
Business Address: 190 N. State St.
Phone Number: Franklin 5025
Transmitter & Antenna Location: 190 N. State St.
Time on the Air: Monday and Wednesday, 3 to 4 p.m.; Tuesday, Thursday, and Friday, 7:15 to 9 p.m.

Personnel
Chief Engineer: A. H. Brolley
Four Technicians
Program Director: Helen Carson
Ten Girls in the Program Department Who Operate Cameras and All Equipment.

FACILITIES
One studio, three camera chains (two for live talent and one for film), one mobile unit for outdoor pickups (not being used for the duration).

ACTIVITIES
News, fashion shows, sports (indoor) such as judo, fencing, boxing; dramatic shows; musical comedies; operettas; music and variety acts such as ventriloquists, puppets, marionettes, magicians, etc.; quiz shows; educational; lessons in dancing, Spanish, exercises for health and beauty.

W9XZV
W9XCV
CHICAGO
CHANNEL 1
(Experimental)
Frequency: 50000-56000 Kc.; Power: Sight and Sound, 4500 Watts
Effective Radiated Signal: 1270
Owned-Operated By: Zenith Radio Corp.
Business-Studio Address: 6001 Dickens Ave.
Phone Number: Berkshire 7500
Transmitter & Antenna Location: 135 S. LaSalle St.
Time on the Air: Unlimited license

Personnel
President: E. F. McDonald, Jr.
Asst. Vice-President: J. E. Brown

W6XYZ
HOLLYWOOD
(Paramount Studio Lot)
CHANNEL 4
Frequency: 78,000-84,000 Kc.; Power: Visual, 1,000 W; Oral, 1,000 W.
Owned-Operated By: Television Productions, Inc.
Business Address: 5451 Marathon St., Hollywood 38
Phone Number: Hollywood 2411
Transmitter and Antenna Location: 5451 Marathon St., Hollywood 38
Time on the Air: Six Hours Per Week

Personnel
President: Paul Raibourn
Vice-President: Bernard Goodwin
Vice-President: Y. Frank Freeman
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 dipole antenna for audio of its own design and construction are used. Studio facilities also include a flexible lighting arrangement, slide and background projection apparatus and screens.

ACTIVITIES
W6XYZ has operated regularly since February 1, 1943, each Wednesday and Friday night and has been producing a weekly total of four to six hours of live-talent programs. These programs were entirely dedicated to the training of Civilian Defense volunteers until the summer of 1943, since which time entertainment as well as educational programs have been
COMMERCIAL TELEVISION STATIONS

aired. These programs include gymnastic courses, museum visits, variety shows, dramatic skits and one-act plays. Technical development has been directed toward improvement and simplification in the operation of present equipment as well as to the design and construction of special effects and relay equipment.

KTSI
LOS ANGELES (Hollywood)—EST. 1931
CHANNEL 1
Frequency .................................. 50000-56000 Kc.
Power: Sight; 4000 Watts; Sound, 2000 Watts
Effective Signal Radiated .......................... 5600
Owned-Operated By ........ Don Lee Broadcasting System
Business Address .............. 5515 Melrose Ave., Hollywood 38
Phone Number .............. Hollywood 8255
Transmitter & Antenna Location ....... 3800 Mount Lee Drive
Tims on the Air .... Alternate Mondays, 7 to 10 p.m.

Personnel
President ......................... Thomas S. Lee
Vice-President and General Manager ........ Lewis Allen Weiss
Technical Director of Television .......... Harry R. Lubcke
Assistant Technical Director of Television .......... Harry W. Jury
Television Engineer ...................... William S. Klein
Television Engineer ...................... Gilbert P. Wyland
Television Engineer ...................... Joseph N. Dean
Television Engineer ...................... Fred W. Mueller
Television Producer ............... Jack Stewart
Film Director ....................... Marjorie Campbell

FACILITIES
SYSTEM IN USE: 525 line 30-60 frame F.C.C.
Standard, all electronic cathode-ray, Horizontal Polarization. Three Studio Cameras and film equipment. Two cameras of Orthicon type. Complete 100 ft. square two story television building housing one 100 ft. x 60 ft. x 30 ft. television stage, one 46 ft. x 26 ft. x 16 ft., stage, monitor, film, transmitter, makeup, and lounge rooms, offices, shop, transformer vaults, etc. Three hundred foot tower, antenna elevation 2000 ft.

K6XDU (experimental television relay station operating with KTSI) operates on 324 megacycles and is a beam relay type television transmitter used for outside pickups.

An uninterrupted schedule of television programs has been maintained since 1943, largely directed to bolster public morale in the War Effort. Specially written and produced dramas have been televised with living actors in the interests of the Red Cross Blood Donor appeals, War Bonds, USO entertainment and many others. Vaudeville shows have also been televised in which well-known Hollywood talent has appeared.

The Pasadena Community Playhouse and other organizations have presented plays such as Ibsen’s “Master Builder;” “Alice in Wonderland” and others.

Film subjects have included cartoons from Walt Disney and others, OWI war films, shorts, musicals, and occasionally a feature.

RECEIVERS: There are some 400 television receivers in the service area of WSXAO, 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 TK12 or 120 of RCA. There are some RCA TRKS, and approximately 50 TT5 RCA television receivers. A number of the latter are operating satisfactorily in Long Beach at 25 miles from WSXAO. Other commercially manufactured television receivers are the local Gilliland G12 which is an equivalent to the RCA TK12 and utilizes a 12-inch cathode ray tube, some Dumont 12 and 20-inch tube television receivers, the General Electric 12” and 9-inch receivers, and the Stromberg-Carlson and Stewart-Warner 12 and 9-inch receivers.

WMJT
MILWAUKEE
CHANNEL 3
(C. P. Only)
Frequency: 66000-72000 Kc.; Power: Sight, 4180 Watts; Sound, 3350 Watts
Effective Radiated Signal ..................... 1200
Owned-Operated By ...................... The Journal Co.
Business-Studio Address ............. 720 East Capitol Drive
Phone Number ................. Marquette 6000
Transmitter & Antenna Location ......... 720 East Capitol Drive

WABD
NEW YORK CITY
CHANNEL 4
Frequency: 78000-84000 Kc.
Power: Sight, 4000 Watts; Sound, 1000 Watts
Owned-Operated By ...................... Allen B. Du Mont Laboratories, Inc.
Business-Studio Address ........ 515 Madison Ave., New York City
Phone Number ............... 3-8800
Transmitter and Antenna Location .... Same
Time on the Air ............... 7 1/2 Hours Weekly, Tuesday, Wednesday and Sunday evenings
COMMERCIAL TELEVISION STATIONS

Personnel

President .................. Allen B. Du Mont
General Manager ............. Samuel H. Cuff
Asst. Gen. Mgr............. Robert F. Jamieson
Chief Engineer ............ Sal Patreimo
Chief Operating Engineer ... Morris Barton

FACILITIES

The 160-foot tower of WABD atop a 42-story building raises the antenna to 650 feet above sea level. Covering a service range of 35 to 50 miles, the station has regular viewers as distant as 100 miles. It is completely equipped by Du Mont Laboratories. WABD has two studios for live talent shows as well as film-protection facilities. It operates on a commercial license.

ACTIVITIES

This outlet serves not only 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.

WCBW
NEW YORK CITY
CHANNEL 2
Frequency: 60000-66000 Kc.; Sight, 61250; Sound, 55750
Owned-Operated By Columbia Broadcasting System
Business Address .......... 485 Madison Ave.
Phone Number ............. Wickersham 2-2000
Studio Address .......... 15 Vanderbilt Ave.
Transmitter & Antenna Location .... Chrysler Building
Time on the Air ....... Thurs. & Fri., 8-10 p.m.

Personnel

Manager ............. Worthington Miner
Program Director ........ Gilbert Seldes
Chief Engineer .......... Dr. Peter C. Goldmark
Production Manager ......... B. F. Feiner, Jr.
Publicity Director ........ James Kane

ACTIVITIES—1944

On May 5, 1944, CBS Television returned to a schedule of two hours a week of live television operations. Three weeks later it expanded its schedule to four hours a week.

This schedule, with an emphasis upon the development of new program patterns, is being maintained through the year 1945.

WNBT
NEW YORK CITY
CHANNEL 1
Frequency: 50000-56000 Kc. (Sight, 51250; Sound, 55750); Power: Sight, 5000 Watts; Sound, 3250 Watts
Effective Signal Radiated ............... 1800
Owned-Operated By .......... National 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 ...... Full time commercial license

Personnel

NBC Vice-President, in Charge of Television .......... John F. Royal
NBC Vice-President & Chief Engineer ............. O. B. Hanson
Eastern Sales Manager .......... Reynold R. Kraft
Business Manager ........ John T. Williams

ACTIVITIES

Still limited by the shortage of engineering talent and the necessity to conserve existing equipment, NBC, nevertheless, considerably increased its program service during 1944. In October, the Network's television station added to its regular schedule boxing bouts from Madison Square Garden on Friday night. During that same month, WNTB also started picking up as a regular Tuesday night feature the wrestling matches from St. Nicholas Arena. In the latter part of the year, NBC broadcast many live talent programs from its newly opened television studio 3-H in Radio City.

Planned operations for the early part of 1945 include live talent telecasts as a regular Sunday night feature. It is expected that WNTB will be on the air five days a week, broadcasting about 10 hours per week.

WPTZ
PHILADELPHIA
CHANNEL 3
Frequency: 66,000-72,000 Kc.; Sight, Approximately 2 1/2 Kw.; Sound, Approximately 3 Kw.
Effective Signal Radiated .......... Approximately 335
Owned-Operated By .......... Philco Radio & Television Corp.
Business Address .......... Tioga and C Sts.
Phone Number ............. Nebraska 5100
Transmitter & Antenna Location .... Wyndmoor, Pa.
Time on the Air ... Monday, Wednesday & Friday evenings, 7:45-8:45; Experimental W3XE, Monday through Friday afternoons, 1:30-2:30 p.m.

Personnel

Chief Television Engineer .......... F. J. Bingley
Station Manager .......... Walter Merkle
Program Director .......... Paul Knight

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COMMERCIAL TELEVISION STATIONS

WRGB
SCHENECTADY, N. Y.

CHANNEL 3
Frequency: 66000–72000 Kc.; Power: Visual. 40,000 Watts, Oral, 20,000 Watts
Owned-Operated By...............General Electric Co.
Effective Signal Radiated........3100
Business Address..................River Road
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. Peare
Assistant Manager............................B. J. Rowan
Manager.....................................G. E. Markham
Program Manager......................Hoyland Bettinger
Chief Engineer.............................W. J. Purcell

FACILITIES
Technical facilities of Station WRGB include a direct pickup studio for live talent productions, located at 60 Washington Ave., Schenectady. It is fitted with five camera channels. A film scanning room has two cameras and three motion picture projectors—two for 35 mm. and one for 16 mm. films. Film slide, lantern slide and projectors of small opaque pictures and objects are also available.

Signals from the WRGB transmitter, located in the Helderberg mountains, New Scotland, N. Y., near Schenectady, are received over a service area with a radius of approximately 50 miles, which includes the Troy-Albany-Schenectady area.

WRGB claims the first television relay station, picking up programs from NBC in New York City, 129 miles away, and relaying them to the Capitol district area. A minimum weekly program service of nine hours is offered viewers in the area.

ACTIVITIES
During 1944 WRGB's program activities have been varied. Among the programs various types have been tried, including a bridge game by champions, dog shows, boxing and wrestling matches, barn dances, Shakespearean plays, Gilbert and Sullivan operettas, modern comedies, news reporters and analysts. Several commercials have also been presented by the station during the past year.
Television Allocations

BASED on hearings held before the FCC from late last summer to the year end, the Commission proposed that television and FM channels be reshuffled. Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.

In order to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between the 480 and 920 mc in the ultra high frequency portion of the spectrum.

Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 channels six mc wide at intervals from 50 to 294 mc. The new allocation gives it six channels, also six mc wide, from 44 to 84 mc and six from 180 to 216 mc. This gives television the same number of channels—12—below 225 mc as heretofore. No additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for Government services.

Interests representing FM decried the Commission’s proposals and additional hearings were scheduled for Feb. 28, 1945, wherein the FCC would be open to argument on its proposals made earlier. Decision resulting from this hearing was expected to be made known possibly by spring.

The proposals made by the FCC regarding television and made public Jan. 15, 1945, follow:

Commission’s Proposals

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc, can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6-mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6-mc channel, with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6-mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

Six Channels

We find that there can be made available to television broadcasting, six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that
television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

<table>
<thead>
<tr>
<th>Channel No</th>
<th>Megacycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>44 to 50</td>
</tr>
<tr>
<td>2</td>
<td>54 to 60</td>
</tr>
<tr>
<td>3</td>
<td>60 to 66</td>
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<td>4</td>
<td>66 to 72</td>
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<td>5</td>
<td>72 to 78</td>
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<td>6</td>
<td>78 to 84</td>
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<td>7</td>
<td>80 to 100</td>
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<td>8</td>
<td>100 to 106</td>
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<td>9</td>
<td>106 to 112</td>
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<tr>
<td>10</td>
<td>112 to 118</td>
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<tr>
<td>11</td>
<td>118 to 124</td>
</tr>
<tr>
<td>12</td>
<td>124 to 126</td>
</tr>
</tbody>
</table>

Television channels 7 through 12 (180-216 megacycles) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcasting.

On the basis of the foregoing allocations, it will be possible to authorize seven television stations in one city if the need therefore is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pick-up" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower frequency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this skywave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher-powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

**Color Provisions**

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 megacycles that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system.

**Space Demand Great**

As has been stated in other portions of this report the demand for space in the spectrum is so great that each sta-
tion and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provisions may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

* Arrangements must be made for the removal of the aviation markers centering on 75 mc. before this band will be available for television.

** Theater Television **

The proposed use of radio for theater television is intended to provide facilities whereby news, sporting events, operas, and other events can be televised and shown to the general public on large-size screens such as are normally used in motion picture theaters. It was claimed at the hearing that the motion picture industry has a definite and legitimate interest in television, since the industry is in the business of producing popular entertainment and presenting news through visual and aural means. It was estimated that over 85 million persons attended motion picture theaters weekly, and that the industry has a gross annual income of approximately $1,600,000,000 (Tr. 3713-3716).

It was stated that the major companies in the motion picture industry have indicated that, at the end of the war, or as soon as wartime requirements permit, they will begin experimentation with the production and exhibition of theater television programs in specific local theaters, and with the transmission of such programs, to theaters in distant cities. Certain experiments were conducted prior to the war which indicated that theater television might be feasible. Large screen theater television on 15 x 18 ft. screens were shown in London during the year 1939, and were subsequently demonstrated experimentally in two theaters in New York City in 1941 on screens 15 x 20 ft. Further experimentation with theater television was discontinued after the entry of the United States into the war (Tr. 3715).

The witness for theater television was Mr. Paul J. Larsen (Tr. 3711-3755), who appeared on behalf of the Society of Motion Picture Engineers.

The number of channels requested was predicated on the possible demand for service in New York City. It was claimed that there were 42 competitive theatrical agencies in operation; however, it was believed that because of economic factors, only 25 of the 42 agencies could afford to enter the theater television field. For the initial postwar period experiments in theater television, it was recommended that frequency allocation be made for 15 producing or exhibiting agencies in an area such as New York City, each agency to produce and distribute one theater television program to specific local theaters and to relay this program to specific distant theaters. This would require three classes of stations or services, a follows:

1. Intra City Studio Transmitter Station:
   (a) 1 fixed studio to transmitter channel (point-to-point).
   (b) 1 clear mobile channel (remote pickup).

2. Intra City Multiple Addressee Station:
   1 clear channel for private multiple-directive transmission from a single transmitter to a group
A Television Service—
Serving the Industry for the past five 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

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OVER 10,000,000 FEET OF STOCK SHOTS
Material To Fit In With Every Possible Idea
A COMBINATION OF LIVESHOWS AND FILM PROGRAMS
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Many Pictures and Serials That Will Fit In With A SPONSOR'S Product
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COMPLETE PROGRAM DEPT.

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729 SEVENTH AVENUE — — NEW YORK CITY
of specific addressees within the service area of the transmitter.

3. Inter City Relay:
   1 channel to interconnect cities, for transmission of theater television programs simultaneously from a number of specific multiple address stations to a specific theater or theaters in different cities.

The requests for frequencies for theater television service include a total of 3500 megacycles in 75 20 megacycle channels as follows:

1. 8 contiguous 20 mc. clear channels or a band of 160 mc. from 600 to 760 mc.
2. 7 contiguous 20 mc. clear channels or a band of 140 mc. from 860 to 1000 mc.
3. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 1900 to 2200 mc.
4. 15 contiguous 20 mc. clear channels or a band of 300 mc. from 3900 to 4200 mc.
5. 30 contiguous 20 mc. clear channels or a band of 600 mc. from 5700 to 6300 mc.

Postwar Presentation

It was stated that theater television in the immediate postwar period would undoubtedly be presented to the public in monochrome, possibly using the present television standard of 525 line definition. It was also claimed that improved picture quality in monochrome comparable to 35 millimeter motion picture film, and also the addition of color will undoubtedly be required if theatrical television presentations are to meet with public acceptance on a basis comparable with present motion picture film presentations. It was claimed that for a transmission of monochrome television, a band width of 20 megacycles would be required which would be suitable for 525 to 800 line definition. For monochrome of higher definition and for color transmission, a channel width of 40 megacycles would be required. This would permit a definition in monochrome comparable to the present 35 millimeter film definition and for three-color transmission of approximately 750 line definition. It was stated that ultimately the theater industry would employ highly directive antennas and then would not require any frequencies below 10,000 mc. except in very rare cases where the terrain, for instance, would make it impossible to use frequencies above 10,000 mc. However, since it was questionable whether such transmit-
EXECUTIVE OFFICE

500 Fifth Avenue, New York 18, N. Y.
LACKAWANNA 4-4788

OFFICERS

President ............................................. Jack R. Poppele
Vice-President ..................................... F. J. Bingley
Secretary-Treasurer ............................... Will Baltin
Assistant Secretary-Treasurer ................. O. B. Hanson

DIRECTORS


FUNCTIONS

Founded Jan. 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects, as stated in the by-laws, are "to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association."
PROBABLY destined to go down in history as the most revolutionary contribution to the field of entertainment of our time, television will also have its place in public service and education. Facts and figures given below are presented from the general viewpoint rather than the technical side, in order to reflect the activity in this new art form during the past year.

NINE commercial television stations are now operating in the United States: three in New York City; two in Chicago; one in Schenectady; one in Philadelphia; two in Hollywood.

112 applications for television stations were pending before the Federal Communications Commission in Washington as of March 15, 1945.

27 stations licensed to conduct experimental television broadcasting are now operating in the United States.

Cost of postwar television receivers will range from $150 for the smaller projected image models to $750 for de luxe receivers which will include AM and FM radio in their cabinets.

First television network was established the past year linking stations in Philadelphia, New York and Schenectady.

Estimated cost of television station equipment (pre-war cost basis) range from $250,000 to $300,000 and includes studio, equipment, field pickup equipment, installation, sound, lighting, etc.

Paramount problem of television at the moment appears to be production with two schools of thought on "live" and film video shows.

Television Broadcasters Association, with a membership of 38 companies associated with the industry, is the leading trade organization.

Experts forecast use of relay or booster stations in development of television networks.

Several eastern seaboard organizations are experimenting with networks. These include General Electric, International Business Machine, Raytheon, American Telephone and Telegraph Company and Radio Corporation of America.

Leading advertising agencies have established television departments but regard video programming at this time as having only experimental value.
Industry is awaiting final allocations of FCC and end of war for immediate commercial development of video.

Labor troubles right now loom as the drawback of the immediate future, with the AFM already making it tough on the use of musicians and other organizations preparing jurisdictional disputes.

Theater tele may well be on a subscriber basis so that special programs and events will go to those who subscribe only.

Programming in television was and is active in the five centers actively engaged in experimental and commercial television. Desire for experience and finding out what not to do is one of the chief objects at present.

Estimated that there are some 7,500 television receivers extant, of which 5,000 are in the New York metropolitan area. Not a few sets have been placed in veteran hospital convalescent wards.

Major sports have been televised with unusual success, especially football and boxing. Wrestling has already proved itself one of the easiest to televise and one of the most entertaining shows for the televiewers.

That color television is on the way, is now not denied in any quarter; it is agreed however that it will take quite a while yet before it is perfected.

At least five companies have announced their intention of providing television relay facilities after the war. The relay system has proven itself satisfactory more ways than one and for the past five years has carried television programs from New York to Schenectady, a distance of more than 150 miles.

That the television special event source will be and is right now plentiful, was indicated in a survey which revealed nearly 50 auditoriums and arenas, also various cultural centers in New York alone where tele programs could be picked up, with a large ready-made audience. In the Los Angeles area, 16 seasonal events suitable for tele pick-up, and more than 25 events that take place regularly each year. All these are of national interest. Chicago and other tele centers to-be have equally strong prospects.

Curiosity centers on what the British are doing in television and just how far they were advanced at the beginning of the war and just where they have taken up. In Paris, 1000-line tele was reported by various Americans who have been abroad.

Giant strides forward are expected in television as a result of electronic research for the war effort and uses of tele by the military, still a guarded secret as to its development, but generally acknowledged to hold the key opening the door toward perfection.
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READ TELEVISION DAILY
REGULARLY

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The Advertiser
MONTHLY. 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 2-2265. Editor and Publisher, Manuel Rosenberg; Managing Editor, L. M. MacMillan. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. Peppy Adams, Sec’y. The Advertiser carries articles on radio relative to the advertising field. There is also an annual, MARKETS OF AMERICA, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

Advertising Age
WEEKLY. 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York 18, N. Y., Phone, BRyant 9-6431; 1226 National Press Bldg., Washington 4, D. C. Phone, REPublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling
MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, CAledonia 5-0770. 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 Brydome-Jack, Pacific Coast Representative; 915 Olive St., St. Louis 1, Mo., A. D. McKinney, Southern Representative. Interpretation of major trends in the operation of radio advertising from the point of view of network, agency and sponsor.

The Billboard
WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford (Cincinnati); Leonard Traube, Editor, on leave with Armed Forces; Jos. Koehler, Acting Editor; Radio Editor, Lou Frankel (New York); President-Treasurer, E. W. Evans; General Manager, W. D. Littleford; General Manager, Eastern Division, Joseph Caida; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill.; Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Caida, General Manager; 1509 Vine St., Hollywood, Calif.; Sam Abbott, Manager. The editorial policy of this publication’s radio department is concerned with the showmanship, talent and business phases of broadcasting.

Broadcasting—Broadcast Advertising
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.

This widespread policy involves an unprecedented volume of day-by-day decisions ... offers radio many more opportunities than ever before to sell its services ... makes "constant buyer contact" the golden rule of advertising today.

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.

Put this subtle power of hour after hour usership into your advertising appeals. Knock over sale after sale by punching hard from every angle — market data to broadcasting facilities. Jolt orders out of big buyers with timely, telling blows — when their use of the Service leaves them wide open for your sales-winning story. Rule out any chance of being overlooked in today's augmented advertising market. Make regular monthly use of Standard Rate & Data Service your advertising rule.

STANDARD RATE & DATA SERVICE

The National Authority

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420 Lexington Avenue, New York 17 • 816 W. Fifth St., Los Angeles 13

260
Canadian Advertising
QUARTERLY, 481 University Avenue, Toronto, Ont., Canada. Phone, Adelaide 9131. Manager, Alan C. Ball; Data Editor, Margaret M. White. Canadian Advertising lists information in regard to all media available to buyers of national advertising in Canada. Rates, circulation, mechanical requirements, etc. are incorporated in quarterly volumes with interim rate bulletins being mailed between issues. All types of media in Canada are fully listed in addition to advertising association personnel; a complete listing of Canadian Advertising Agency personnel and various advertising services functioning in Canada.

Communications
MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

Daily Variety

Down Beat
FIRST and FIFTEENTH of each month. 203 North Wabash Ave., Chicago, Ill. Phone Andover 1712. Publisher, Glenn Burrs; Editor, Ned E. Williams; Advertising Manager, Ed Paro; Circulation Manager, Frank Miles. BRANCH OFFICES: RKO Bldg., New York, N. Y., Circle 7-4131, Rod Reed, N. Y. Editor; 748 N. Rampart Blvd., Los Angeles, Calif. Publishes news and pictures in the radio, dance and orchestra field.

Editor and Publisher
WEEKLY, 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Robert U. Brown; Managing Editor, Jerry Walker; General Manager—Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Don Taylor; San Francisco, Harry Nelson; London, England, Vera Chandler; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields.

Electronic Industries
MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

Electronics
MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEedallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Editor, Western (Chicago), Beverly Dudley; Washington Editor, G. T. Montgomery; Managing Editor, W. MacDonald; Associate Editor, John Markus; Assistant Editors, Vin Zeluff, Frank Haylock, Frank Rockett; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood; Research Manager, R. S. Quint. BRANCH OFFICES: 330 West 42nd St., New York, N. Y.; Donald H. Miller, Harry R. Denmead; 1427 Slater Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner, A. F. Tischer; 1510 Hanna Bldg., Cleveland, Ohio, Edward J. Smith; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 68 Post St., San Francisco, Cal., J. W. Otterson; 612 South Hope St., Los Angeles, Cal., Roy N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Mauldsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.
A Message to
Radio and Electronic Manufacturers

A "TELEVISION" OF YOUR PROSPECTS

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After the war it will be possible for an executive seated at his desk to see what is going on in any corner of his plant. By merely pressing buttons, one operation after the other will be projected on television screens.

A new development would be to project your nation-wide prospects on a screen, enabling you to size them up properly. The nearest approach to this is the RADIO-CRAFT Survey. Instead of pressing buttons, you impress a postage stamp on a letter and receive a mental image of thousands of radio-electronic technicians—prospects for your products.

You will then readily understand why RADIO-CRAFT stands so high in their estimation. It is the magazine that tells them what is available—how it is constructed—how to use it—and how to maintain it.

Send for the Survey and get a "television" of your prospects.

RADIO-CRAFT
25 WEST BROADWAY • NEW YORK 7, N. Y.
**Film Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicate; Associate Publisher and General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk, 6425 Hollywood Blvd., Phone GRanite 6607; Washington Correspondent, Andrew H. Older, 841 Longfellow St., N. W., Phone, Taylor 0882; Chicago Correspondent, Joseph Esler, 6241 N. Oakley Ave. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news covering every phase of motion pictures as well as television and radio to the extent they concern the film field.

**FM and Television**

MONTHLY. 511 Fifth Ave., New York, N. Y. Phone, VAn derbilt 6-2483. Editor-Publisher, Milton B. Sleeper; Assistant Editor, René Hemmes; Advertising Manager, William T. Mohrman. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill. Phone, State 4439; Marian Fleishman, Advertising Representative; 2989 Lincoln Ave., Altadena, Calif. Phone, Sycamore 7-2894, Milo Pugh, Advertising Representative. Devoted to the engineering, manufacture, installation, and use of FM and television equipment; includes semi-annual directories; and lists FM, AM, and television stations with names of managers and chief engineers.

**Hollywood Reporter**

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope; General Manager, Thomas F. Seward; Manager of New York Office, Jack Harrison; Radio Editor, Joan Flynn. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, Wisconsin 7-2470; 504 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

**Industrial Marketing**

MONTHLY (Except 2 issues in October). 100 East Ohio St., Chicago 11, Ill. Phone, Delaware 1337. Publisher and Editor, G. D. Crain, Jr.; Managing Editor, W. Lane Witt. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. Eastern Editor, Halsey Darow. This publication prints all available news stories about the use of radio by industrial marketers.

**Marketing**

WEEKLY. 119 York Street, Toronto, Ont., Canada. Phone, Elgin 9137. Publisher, W. A. Lydiatt; General Manager, W. R. Campbell; Editor, John L. Love; Features Editor, Margaret Brown; News Editor, Betty Watford. Articles, statistics and news of interest to Canadian sales and advertising executives.

**Metronome**

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Editor, Barry Ulanov; Associate Editor, Leonard Feather; Gene Roderick, Advertising Manager; Gus Greiff, Assistant Advertising Manager; Phil Featheringill, Chicago Editor; Milt Benny, Los Angeles Editor. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories.

**Motion Picture Daily**

DAILY, except Saturdays, Sundays and holidays. 1270 Sixth Avenue, New York 20, N. Y. Phone, Circle 7-3100. President and Editor-in-Chief, Martin Quigley; Publisher, Colvin Brown; Executive Editor, Sherwin Kane; Secretary, T. J. Sullivan; Vice-President, Red Kann; News Editor, James P. Cunningham; Advertising Manager, Herbert V. Fecke. BRANCH OFFICES: 6305 Yucca Street, Hollywood, Calif., W. R. Weaver, Editor; 4 Golden Square, London, W1, England, Hope Burnup, Manager; 624 South Michigan Avenue, Chicago, Ill., Sam Honigberg, correspondent. Motion picture trade news, film reviews and columns; radio and television trade news and columns.

**Musical Digest**

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key. THE MUSICAL DIGEST is a reader's digest of music. It publishes original articles and condensations of articles appearing in other periodicals, domestic and foreign.
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CANADIAN ADVERTISING

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TORONTO 2, CANADA
Music Trade Review
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Alex H. Kolbe; Circulation Manager, B. Borin; Editor, Carleton Chace. Merchandising articles on selling pianos, records, phonographs, sheet music, etc. Complete monthly report on all latest happenings and developments in the piano and musical instrument industry.

The Musician
MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, PLaza 3-5925. Editor, Nicholas de Vore; Publisher, AMF Artist Service, Inc. General articles of fact and comment regarding music and musicians. Official magazine of the American Musical Fellowship and organization of educational and philanthropic aims, representing the musical audience of America—as concerns good music, in distinction to the so-called popular or swing variety.

Pan-American Radio
MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

Musical Advance
MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber; Music critic, William Bradell. BRANCH OFFICES: 7IA Park Mansion, Bampton Roads, S.W. 1, London, Charles G. E. Cahier; 10 Ave., Stephane-Mallarme, Paris, Natalie DeBogory; 6206 S. Evans, Chicago, Mathilda Ernestine; 1165 Francisco St., San Francisco, Myrtle Kahn Hillman, 1115 Hacienda Place, Los Angeles, Wm. G. Griffith; 1664 N. Bronson Ave., Hollywood, Anton Civoru; 3617 Idaho Ave., N.W., Washington, B. B. James, 616 Harbor Commission Bldg., Toronto, Canada, Margaret Pennell. Devoted to music, and is the only musical magazine bridging the gap between the serious musical magazine and the fan and the radio magazines. Recognized for years as among the elite of the musical publications in its class.

Musical America
EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editors, Ronald Eyer, Frances Eaton; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

Musical Courier
TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Russell Kerr. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Manager; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, Manager. Review of better class music programs throughout the world in each issue; comments on broadcast programs; features articles and interviews.

Printers' Ink
WEEKLY. 205 E. 42nd St., New York 17, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.; President, C. B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Exec. Editor, Robert W. Palmer; Managing Editor, Eldridge Peterson; Radio, Pat Murray. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., Harold E. Green, Chicago Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. F. Goggill, Manager; 1672 Walworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

Proceedings of the Radio Club of America
SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LONgcove 5-6622. Publisher, Radio Club of America, Inc.; Editor, M. B. Sleeper. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.
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 of the Association of National Advertisers and American Association of Advertising Agencies, respectively. We like to call them our "Associate Editors," for they have immeasurably enriched our editorial fare.

Like their many confreres, they have written pertinent articles of interest and lasting value to the men and women who read The ADVERTISER—the nation’s advertising and merchandising executives and their advertising agency personnel.

Both of our widely read publications are the products of the men who create and place advertising . . . control the billion and more dollars spent in all media and notably radio.

In each instance we select an authority to write on his subject . . . not a long-haired theorist. Thus our readers are fully informed and appreciative of the contents of our publications. Thus, too, they prove to be every broadcaster’s best advertising prospects. Many of them are now clients—yet there are many more to reach! Reach them quickly and keep them sold on your station or network, via the advertising pages of The ADVERTISER (monthly) and MARKETS OF AMERICA, (Annual).

THE ADVERTISER

Space rate in The ADVERTISER and in MARKETS of AMERICA, Vol. 9 is $185. per page. * Only $160. per page on 12 time contract.

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CINCINNATI: 3557 Bogart Ave. (29), AVon. 6825
WASHINGTON, D. C. • KANSAS CITY • MEXICO CITY
Proceedings of the I. R. E.
(Institute of Radio Engineers)
MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; President, Hubert W. Turner; Vice-President, Ralph A. Hackbusch; Treasurer, Raymond A. Heising; Editor, Dr. Alfred N. Goldsmith; Secretary, Haraden Pratt; Advertising Manager, William C. Copp; William B. Cowlich, Assistant Secretary. The Proceedings is an engineering journal publishing technical papers on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other general news usually cannot be used, but new commercial literature of engineering interest is selected listed.

Q S T
MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; General Manager, Kenneth B. Warner; Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beeley; Circulation Manager, David H. Houghton; Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to publication of technical data and the activities and developments in amateur radio.

Radio-Craft
MONTHLY. 25 West Broadway, New York, N. Y. Phone, REcorder 2-9690. President and Publisher, H. Gernsback; Associate Editor, Fred Shunamen. BRANCH OFFICE: 526 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

Radio World
WEEKLY. Published monthly at the present time because of shortage of paper.) 1434 St. Catherine Street West, Montreal, Canada, phone number PLa- teau 4186; Publisher: Radio Publications Limited; Editor: Marcel Provost. RADIO WORLD is a combination of trade and fan paper, giving news, critic and photos of English-speaking radio artists and programmes.

Radio Daily
DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Frank Burke; Managing Editor, M. H. Shapiro; Business Manager, Marvinirsch; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 5516 Caroline Place, Phone, Ord- way 9221; Chicago Correspondent, Bill Irvin, 4802 Dorchester Ave.; Phone, Oak- land 4545. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radiomonde
WEEKLY. 1434 St. Catherine Street West, Montreal, Canada, phone number PPlateau 4186; publisher: Radio Publications Limited; Editor: Marcel Provost. RADIOMONDE is a combination of trade and fan paper, giving news, criticism and photos of French-speaking radio artists and programmes.

The Parts Jobber
MONTHLY. 1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Editor and Business Manager, Mal Parks. The Parts Jobber is edited exclusively for radio electronic parts wholesalers, their executives and salesmen. It endeavors to cover all merchandising trends, new product developments.

Radio Life
WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, Richmont 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Pearl Ralls. HOLLYWOOD OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEmpentead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure feature section.

Radio Mirror Magazine
MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Editor, Doris McFerran; Art Editor,
METRONOME announces with great pride its entrance into its 62nd year of publication. During those 62 years, METRONOME has won the respect and confidence of the entire popular music industry by its consistently honest and accurate coverage of the field to which it has dedicated itself.

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.
Radio News
MONTHLY.  540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y. Executive Assistant, Charles R. Tighe; 1052 Earle Bldg., Washington 4, D. C., Fred Hamlin, Manager; 815 S. Hill St., Los Angeles 4, Calif., William L. Pinney, Manager. This publication is a technical magazine devoted to radio in war, including articles for the engineer, servicemen, dealer, recordist, experimenter and amateur.

Radio & Television Retailing
MONTHLY.  480 Lexington Ave., New York 20, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clemens; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

Radio-Television Journal
Combined with
Electric Appliance Journal
MONTHLY.  1270 Sixth Ave., New York 20, N. Y. Phone, Circle 7-5842. Publisher, Kolbe Publications, Inc., Editor, Mal Parks; Managing Editor, Alex H. Kolbe; Technical Editor, George Duval; Washington Editor, B. F. Holley; News Editor, Patricia McKee; Business Management Editor, Fred Merish; Canadian Editor, E. H. Cooke; Circulation Manager, Betty Borin.

Radio and Television Weekly

Radiotime
TWICE MONTHLY.  Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary, J. M. Lecle; Treasurer, E. R. Romle. BRANCH OFFICE: 45 Richmond St., W. Toronto, Ont., Canada. Radiotime is a composite of individual Canadian radio station program schedules.

Radio Trade-Builder
MONTHLY.  347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rockford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Sales Management
SEMI-MONTHLY.  386 Fourth Avenue, New York 16, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merrill V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern.

Service Magazine
MONTHLY.  19 East 47th St., New York, N. Y. Phone, PLaza 3-0433. Publisher, Bryan Davis Publishing Co., Inc.; Consulting Editor, Lewis Winner; Advisory Editor, A. A. Ghirardi; Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Wafen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types
For 65 history-making years, the Musical Courier has reflected in text and picture the color, art, and glory of the world’s opera houses and concert halls.

Today the Musical Courier, ever apace with the times, extends its editorial coverage to the broadcasting studios, in recognition of the cultural contribution of radio music.

As always, the Musical Courier remains a lively, vital exponent in all fields of music: opera, concert, symphony, ballet, recordings, radio, motion pictures.

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 Street   New York 19, N. Y.
of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television.

**Standard Rate and Data Service**


**Tide**


**Tune In**

MONTHLY. 30 Rockefeller Plaza, New York 20, N. Y. Phone, Circle 5-8425. Published by D. S. Publishing Co. Publisher and Editor, Richard Davis; General Manager, V. C. Albus; Managing Editor, Lawrence Falkenburg; Executive Editor, Teresa Buxton; Associate Editors, Elba Lohman, Francigene Sheridan; Research Editor, Alton Brimmer. Publishes news and pictures of radio programs and personalites; schedules of important radio shows; interesting sidelights of radio including radio facts, humor and an overall picture of radio in general.

**Television Daily**

DAILY. 1501 Broadway, New York 18, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mesereau; Frank Burke, Editor; Managing Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Marvin Wilk; Chicago Correspondent, Bill Irvin. BRANCH OFFICES: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. Published regularly as a supplement to RADIO DAILY. News and pictures of commercial television: comprehensive in its presentation of every development in this field.

**The Televiser**

QUARTERLY. 11 West 42nd Street, New York 18, N. Y. Phone, LOngacre 5-1683. Editor and Publisher, Irwin A. Shane. Journal of video production, advertising and operations, The Televiser features articles by experts relating to television problems of all kinds with special sections devoted to programming, production, television advertising and merchandising, operation and management, reviews, news and views.

**Television**

MONTHLY. 600 Madison Ave., New York 22, N. Y. Phone, LONgacre 5-1683. Editor and Publisher, Frederick A. Kugel; Assistant to the Publisher, Chas. R. Tighe, Jr.; Managing Editor, Thor Krogh; Associate Editor, T. R. Kennedy, Jr. BRANCH OFFICE: 958 South Keniston, Los Angeles, Calif., New York 6557, Frances Sage, Los Angeles correspondent. This publication aims to report and analyze all significant developments in television and its allied fields.

**Variety**

WEEKLY. 164 West 46th St., New York 19, N. Y. Phone, BRyant 9-8153. Publisher: Sid Silverman; Editor, Abel Green; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell; Production Manager, Murray Rann. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., Bill Hunt; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

**Western Advertising**

MONTHLY, 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Publisher, Ramsey Oppenheim; Editor, Archibald MacPhail; General Manager, R. S. Oppenheim. New developments in radio and reporting news of western accounts and stations from a commercial angle.
This trademark is accepted in the advertising world as a warranty of accuracy.

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Original maps, mail, m/v/m or BMB "circulation" — accurate market data, corrected to 1945.

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Accurate, original, interesting.

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Preceding or supplementing engineering measurements.

★ Audience Measurements

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WALTER P. BURN AND ASSOCIATES, INC.

7 West 44th Street
New York 18, N. Y.

Under personal direction of Walter P. Burn
Radio Daily presents a nation wide up-to-the-minute census analysis of the radio market
PERTINENT data on Metropolitan District Counties, States, and Regions of the United States are presented in the 1945 RADIO ANNUAL. Figures are from the Bureau of the Census; projections are by Walter P. Burn & Associates, Inc. Postwar ratings of Metropolitan District Counties were prepared by Dr. Philip M. Hauser, Assistant Director, Bureau of the Census, and were originally presented before the National War Conference of the American Marketing Association.

Population, Families, Radio Homes

Tables for Civilian Population Changes by Regions, Divisions and States 1940-1943 are self-explanatory. It must be remembered that while the loss of population to the armed services has cut civilian population, the actual population of the country has increased during the period 1940-1943.

Civilian population for the latest available period Nov. 1, 1943 is presented for all Metropolitan District Counties, all other counties with a city of 25,000 population and for all States. This is followed by a percentage change figure for quick evaluation.

Families and Effective Radio Home Figures have been projected from latest available government sources. Because many recent surveys, both by the Government and from independent sources have begun to take account of “dead” Radio Homes, or those in which no radios are operative today, RADIO DAILY for the first time presents Effective Radio Homes as a more accurate estimate of the available listening audience rather than total Radio Homes. It is interesting to note that the total of Effective Radio Homes, 1945, is 31,271,178 based upon an estimated 36,244,024 families or a national family coverage of 86.2%, while RADIO DAILY'S 1944 estimate of total Radio Homes 1944 reached 31,298,920, a difference of only 27,742 Radio Homes.

Projected figures for Families and Effective Radio Homes are shown to the last dig, not because they are assumed to be accurate to the last digit, but for summation convenience and to follow the pattern set by the Bureau of the Census in estimating Civilian Population.

Post-War Ratings

A-1 Markets which grew most rapidly since 1940 and from 1920-1940. These markets are adjudged to have superior prospects of retaining wartime population growth.

A-2 Markets which grew at above average rates since the war's commencement and from 1920-1940. These markets are adjudged to have excellent prospects of retaining wartime population growth.

A-3 Markets which grew at above average rates since the war's commencement and which grew moderately 1920-1940. These markets are adjudged to have good prospects of retaining wartime population growth.

B Markets which grew rapidly since the war's commencement but at a substantially lower relative rate in the preceding decade. Wartime growth in these markets is considered transient unless special efforts are made to convert to peacetime production.

C-1 Markets which lost population or increased relatively little since the war's commencement but which grew at above average rates 1930-1940. These markets are believed to have excellent postwar prospects of coming back.

C-2 Markets which lost population or increased relatively little since the war's commencement and between 1930-1940, but which grew at relatively rapid rates between 1920-1930. These markets are believed to have fair post-war prospects of coming back.

D Markets which lost population or grew relatively little since the war's commencement and between 1920-1940. These markets cannot be expected to grow rapidly nor to recoup losses in the post-war period.
## CIVILIAN POPULATION CHANGES BY REGIONS, DIVISIONS, AND STATES

**April 1, 1940, to November 1, 1943**

<table>
<thead>
<tr>
<th>REGION, DIVISION, AND STATE</th>
<th>Net Gain (+) or Loss (−)</th>
<th>Natural Increase</th>
<th>Net Loss to Armed Forces (−)</th>
<th>Net Increase (+) or Decrease (−)</th>
<th>November 1, 1943</th>
<th>April 1, 1940</th>
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<td><strong>UNITED STATES</strong> ...</td>
<td>+ 305,112</td>
<td>5,261,586</td>
<td>9,740,000</td>
<td>−4,173,302</td>
<td>127,228,683</td>
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<td>The Northeastern States</td>
<td>− 30,335</td>
<td>896,110</td>
<td>2,935,994</td>
<td>−2,070,219</td>
<td>33,868,320</td>
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<tr>
<td>The North Central States</td>
<td>− 284,977</td>
<td>1,361,436</td>
<td>2,862,680</td>
<td>−1,786,221</td>
<td>38,332,985</td>
<td>40,119,206</td>
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<tr>
<td>The South</td>
<td>−1,077,456</td>
<td>2,464,177</td>
<td>2,849,705</td>
<td>−1,462,984</td>
<td>40,056,861</td>
<td>41,519,845</td>
</tr>
<tr>
<td>The West</td>
<td>+ 1,697,880</td>
<td>539,863</td>
<td>1,091,621</td>
<td>+1,146,122</td>
<td>14,970,517</td>
<td>13,824,395</td>
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<tr>
<td><strong>THE NORTHEASTERN STATES</strong></td>
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<tr>
<td>New England</td>
<td>+ 120,135</td>
<td>214,516</td>
<td>673,402</td>
<td>−338,751</td>
<td>8,423,199</td>
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<tr>
<td>Middle Atlantic</td>
<td>− 150,470</td>
<td>681,594</td>
<td>2,262,592</td>
<td>−1,731,468</td>
<td>27,515,220</td>
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<tr>
<td><strong>THE NORTH CENTRAL STATES</strong></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>East North Central</td>
<td>+ 556,463</td>
<td>897,660</td>
<td>1,985,499</td>
<td>−531,376</td>
<td>26,078,548</td>
<td>26,609,924</td>
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<tr>
<td>West North Central</td>
<td>− 841,440</td>
<td>463,776</td>
<td>877,181</td>
<td>−1,254,845</td>
<td>15,509,282</td>
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<tr>
<td><strong>THE SOUTH</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>South Atlantic</td>
<td>+ 130,270</td>
<td>1,041,705</td>
<td>1,210,257</td>
<td>−38,282</td>
<td>17,728,306</td>
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<tr>
<td>East South Central</td>
<td>− 644,079</td>
<td>658,174</td>
<td>701,405</td>
<td>−687,310</td>
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<tr>
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<td>764,298</td>
<td>938,043</td>
<td>−737,392</td>
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<td></td>
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</tr>
<tr>
<td>Mountain</td>
<td>− 53,780</td>
<td>224,264</td>
<td>297,926</td>
<td>−127,442</td>
<td>4,018,073</td>
<td>4,145,515</td>
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<tr>
<td>Pacific</td>
<td>+ 1,751,660</td>
<td>315,599</td>
<td>793,695</td>
<td>+1,273,564</td>
<td>10,952,444</td>
<td>9,678,880</td>
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<tr>
<td>Maine</td>
<td>− 30,395</td>
<td>25,763</td>
<td>58,344</td>
<td>−62,976</td>
<td>782,205</td>
<td>845,181</td>
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<tr>
<td>New Hampshire</td>
<td>− 11,995</td>
<td>11,356</td>
<td>36,863</td>
<td>−37,502</td>
<td>453,136</td>
<td>490,638</td>
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<td>Vermont</td>
<td>− 31,407</td>
<td>10,452</td>
<td>21,882</td>
<td>−42,837</td>
<td>316,019</td>
<td>358,856</td>
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<td>94,652</td>
<td>353,327</td>
<td>−221,643</td>
<td>4,092,195</td>
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<td>Rhode Island</td>
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<td>61,391</td>
<td>−13,808</td>
<td>610,004</td>
<td>606,200</td>
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<td>Connecticut</td>
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<td>141,595</td>
<td>−40,015</td>
<td>1,706,886</td>
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<td><strong>MIDDLE ATLANTIC</strong></td>
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<tr>
<td>New York</td>
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<td>288,196</td>
<td>1,087,862</td>
<td>−1,022,636</td>
<td>12,440,005</td>
<td>13,462,641</td>
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<tr>
<td>New Jersey</td>
<td>+ 184,882</td>
<td>101,337</td>
<td>365,427</td>
<td>−79,208</td>
<td>4,077,454</td>
<td>4,156,642</td>
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<tr>
<td>Pennsylvania</td>
<td>− 112,382</td>
<td>292,061</td>
<td>809,303</td>
<td>−629,624</td>
<td>9,266,313</td>
<td>9,895,937</td>
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275
<table>
<thead>
<tr>
<th>REGION, DIVISION, AND STATE</th>
<th>ESTIMATED CHANGES IN CIVILIAN POPULATION: 1940 to 1943</th>
<th>ESTIMATED CIVILIAN POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED STATES</td>
<td>+ 305,112</td>
<td>5,261,586</td>
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</tbody>
</table>

**EAST NORTH CENTRAL**

- Ohio: + 230,966 | 218,857 | 532,884 | - 83,061 | 6,822,031 | 6,905,092 |
- Indiana: + 78,977 | 114,785 | 242,104 | - 48,342 | 5,379,052 | 5,427,394 |
- Illinois: + 68,562 | 218,807 | 615,120 | - 327,751 | 7,559,576 | 7,887,327 |
- Michigan: + 280,812 | 232,325 | 392,441 | + 120,796 | 5,373,718 | 5,252,922 |
- Wisconsin: - 102,854 | 112,786 | 202,950 | - 193,018 | 2,911,171 | 3,137,189 |

**WEST NORTH CENTRAL**

- Minnesota: - 191,964 | 111,738 | 188,026 | - 268,252 | 2,523,681 | 2,791,933 |
- Iowa: - 192,584 | 85,717 | 155,652 | - 262,519 | 2,275,686 | 2,537,605 |
- North Dakota: - 100,430 | 31,927 | 37,143 | - 105,646 | 536,229 | 641,875 |
- South Dakota: - 89,113 | 26,186 | 35,746 | - 98,373 | 544,493 | 642,866 |
- Nebraska: - 96,294 | 40,907 | 83,532 | - 138,919 | 1,175,336 | 1,314,225 |
- Kansas: - 54,139 | 54,900 | 120,246 | - 119,485 | 1,677,503 | 1,796,988 |

**SOUTH ATLANTIC**

- Delaware: + 19,383 | 8,142 | 20,283 | + 7,242 | 273,370 | 266,128 |
- Maryland: + 235,379 | 70,498 | 137,315 | + 168,532 | 1,981,664 | 1,813,132 |
- District of Columbia: + 205,251 | 22,011 | 64,793 | + 162,469 | 816,982 | 654,513 |
- Virginia: + 154,699 | 145,534 | 182,261 | + 117,972 | 2,767,921 | 2,649,949 |
- West Virginia: - 139,632 | 116,783 | 117,899 | - 170,748 | 1,731,171 | 1,901,919 |
- North Carolina: + 262,833 | 252,087 | 211,112 | - 221,858 | 3,344,348 | 3,566,206 |
- South Carolina: - 137,928 | 150,196 | 110,241 | - 97,676 | 1,788,337 | 1,886,013 |
- Georgia: - 130,793 | 196,198 | 190,061 | - 124,659 | 2,974,868 | 3,099,527 |
- Florida: + 186,741 | 79,956 | 146,256 | - 120,444 | 2,011,363 | 1,890,919 |

**EAST SOUTH CENTRAL**

- Kentucky: + 262,676 | 153,014 | 184,341 | - 204,003 | 2,546,911 | 2,810,914 |
- Tennessee: + 70,843 | 173,825 | 202,149 | + 99,137 | 2,816,399 | 2,915,586 |
- Alabama: + 116,366 | 187,598 | 176,964 | + 105,732 | 2,715,919 | 2,821,651 |
- Mississippi: + 194,194 | 143,737 | 137,981 | - 188,439 | 1,994,967 | 1,985,205 |

**WEST SOUTH CENTRAL**

- Arkansas: + 225,372 | 182,398 | 120,640 | - 213,614 | 1,734,440 | 1,948,054 |
- Louisiana: + 19,033 | 115,666 | 171,102 | + 41,469 | 2,314,941 | 2,359,410 |
- Oklahoma: + 303,542 | 120,381 | 162,149 | + 345,310 | 1,987,539 | 2,323,849 |
- Texas: + 13,700 | 365,853 | 484,152 | + 133,999 | 6,255,691 | 6,389,690 |

**MOUNTAIN**

- Montana: - 69,012 | 22,579 | 43,022 | - 89,465 | 469,916 | 559,381 |
- Idaho: + 44,899 | 27,932 | 34,991 | + 51,948 | 472,952 | 524,873 |
- Wyoming: - 8,688 | 12,875 | 18,376 | + 14,189 | 235,684 | 249,873 |
- Colorado: - 22,759 | 44,841 | 77,198 | - 55,116 | 1,066,418 | 1,121,534 |
- New Mexico: - 44,362 | 40,826 | 38,386 | + 41,922 | 489,863 | 531,785 |
- Arizona: + 76,651 | 32,012 | 37,396 | - 71,267 | 509,150 | 497,883 |
- Utah: + 32,397 | 39,085 | 37,984 | + 33,498 | 583,560 | 550,662 |
- Nevada: + 26,882 | 4,114 | 10,563 | + 20,483 | 130,557 | 110,124 |

**PACIFIC**

- Washington: + 244,931 | 57,736 | 131,383 | + 171,284 | 1,903,649 | 1,732,365 |
- Oregon: + 138,158 | 33,477 | 88,810 | + 83,325 | 1,171,801 | 1,088,476 |
- California: + 1,368,571 | 224,386 | 574,002 | + 1,018,955 | 7,876,994 | 6,858,039 |
### POPULATION CHANGES BY STATES

#### ALABAMA

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham (Jefferson)</td>
<td>470,383</td>
<td>+ 2.3</td>
<td>130,223</td>
<td>101,393</td>
<td>A-3</td>
</tr>
<tr>
<td>Mobile (Mobile)</td>
<td>227,763</td>
<td>+ 60.9</td>
<td>60,090</td>
<td>37,369</td>
<td>A-1</td>
</tr>
<tr>
<td>Montgomery (Montgomery)</td>
<td>115,246</td>
<td>+ 3.4</td>
<td>32,619</td>
<td>18,114</td>
<td>*A-2</td>
</tr>
<tr>
<td><strong>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anniston (Calhoun)</td>
<td>70,610</td>
<td>+ 13.6</td>
<td>18,130</td>
<td>10,764</td>
<td></td>
</tr>
<tr>
<td>Gadsden (Etowah)</td>
<td>77,085</td>
<td>+ 6.2</td>
<td>19,484</td>
<td>13,621</td>
<td></td>
</tr>
<tr>
<td>Tuscaloosa (Tuscaloosa)</td>
<td>67,977</td>
<td>— 10.6</td>
<td>16,858</td>
<td>3,643</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td>2,718,273</td>
<td>— 3.9</td>
<td>695,377</td>
<td>369,372</td>
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#### ARIZONA

<table>
<thead>
<tr>
<th>Metropolitan District — County</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix (Maricopa)</td>
<td>206,095</td>
<td>+ 10.7</td>
<td>59,436</td>
<td>45,335</td>
<td>A-1</td>
</tr>
<tr>
<td><strong>City 25,000-50,000 Population—not contained in Metropolitan District.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tucson (Pima)</td>
<td>88,520</td>
<td>+ 21.5</td>
<td>24,498</td>
<td>19,265</td>
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</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td>569,357</td>
<td>+ 14.5</td>
<td>158,750</td>
<td>113,416</td>
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#### ARKANSAS

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<thead>
<tr>
<th>Metropolitan District — County</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little Rock (Pulaski)</td>
<td>165,771</td>
<td>+ 6.2</td>
<td>47,713</td>
<td>36,268</td>
<td>A-2</td>
</tr>
<tr>
<td><strong>City 25,000-50,000 Population—not contained in Metropolitan District.</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Fort Smith (Sebastian)</td>
<td>58,253</td>
<td>— 7.3</td>
<td>16,431</td>
<td>13,184</td>
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</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td>1,735,564</td>
<td>—10.9</td>
<td>460,341</td>
<td>259,855</td>
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#### CALIFORNIA

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno (Fresno)</td>
<td>194,652</td>
<td>+ 9.0</td>
<td>58,064</td>
<td>44,442</td>
<td>C-1</td>
</tr>
<tr>
<td>Los Angeles (Los Angeles, Orange)</td>
<td>3,292,050</td>
<td>+ 13.0</td>
<td>1,122,489</td>
<td>1,046,094</td>
<td>A-2</td>
</tr>
<tr>
<td>Sacramento (Sacramento)</td>
<td>188,168</td>
<td>+ 10.8</td>
<td>57,029</td>
<td>52,080</td>
<td>A-2</td>
</tr>
<tr>
<td>San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San Matco, Solano)</td>
<td>1,822,984</td>
<td>+ 26.0</td>
<td>615,844</td>
<td>564,181</td>
<td>A-2</td>
</tr>
<tr>
<td>San Diego (San Diego)</td>
<td>394,569</td>
<td>+ 42.9</td>
<td>126,514</td>
<td>125,508</td>
<td>A-1</td>
</tr>
<tr>
<td>San Jose (Santa Clara)</td>
<td>191,811</td>
<td>+ 11.3</td>
<td>57,813</td>
<td>55,215</td>
<td>A-2</td>
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<tr>
<td>Stockton (San Joaquin)</td>
<td>151,805</td>
<td>+ 13.1</td>
<td>43,956</td>
<td>36,704</td>
<td>A-2</td>
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<tr>
<td><strong>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</strong></td>
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<td></td>
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<tr>
<td>Bakersfield (Kern)</td>
<td>141,541</td>
<td>+ 4.7</td>
<td>42,440</td>
<td>34,264</td>
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<tr>
<td>Riverside (Riverside)</td>
<td>122,235</td>
<td>+ 20.1</td>
<td>39,446</td>
<td>32,806</td>
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<tr>
<td>San Bernardino (San Bernardino)</td>
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<td>+ 14.9</td>
<td>58,152</td>
<td>50,950</td>
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<td>Santa Barbara (Santa Barbara)</td>
<td>74,629</td>
<td>+ 5.8</td>
<td>41,286</td>
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<td>State</td>
<td>Population Changes by States</td>
<td>Civilian Population</td>
<td>% Increase or Decrease</td>
<td>Families 1940-1943</td>
<td>Effective Radio Homes 1945</td>
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<tr>
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<td>-----------------------------</td>
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<td>------------------------</td>
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<tr>
<td><strong>COLORADO</strong></td>
<td></td>
<td>Nov. 1943</td>
<td></td>
<td>1945</td>
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</tr>
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<td></td>
<td>Metropolitan Districts — Counties</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver (Arapahoe, Denver, Jefferson)</td>
<td>405,274</td>
<td>+ 6.3</td>
<td>129,862</td>
<td>122,691</td>
<td>A-2</td>
</tr>
<tr>
<td>Pueblo (Pueblo)</td>
<td>73,268</td>
<td>+ 6.4</td>
<td>20,693</td>
<td>18,541</td>
<td>A-3</td>
</tr>
<tr>
<td>City 25,000-50,000 Population—not contained in Metropolitan District.</td>
<td>Colorado Springs (El Paso)</td>
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<td>+13.3</td>
<td>19,904</td>
<td>17,886</td>
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<tr>
<td>TOTAL STATE</td>
<td>1,067,095</td>
<td>- 4.7</td>
<td>323,586</td>
<td>281,312</td>
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</tr>
<tr>
<td><strong>CONNECTICUT</strong></td>
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<tr>
<td>Metropolitan Districts — Counties</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bridgeport (Fairfield)</td>
<td>434,265</td>
<td>+ 3.8</td>
<td>122,251</td>
<td>120,360</td>
<td>A-3</td>
</tr>
<tr>
<td>Hartford-New Britain (Hartford, Middlesex)</td>
<td>532,921</td>
<td>+ 5.3</td>
<td>146,718</td>
<td>143,850</td>
<td>A-3</td>
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<tr>
<td>New Haven-Waterbury (New Haven)</td>
<td>477,763</td>
<td>- 1.4</td>
<td>135,356</td>
<td>134,367</td>
<td>D</td>
</tr>
<tr>
<td>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</td>
<td>New London (New London)</td>
<td>129,384</td>
<td>+ 4.9</td>
<td>36,774</td>
<td>33,957</td>
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<td>Torrington (Litchfield)</td>
<td>87,662</td>
<td>+ 0.7</td>
<td>24,981</td>
<td>22,891</td>
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</tr>
<tr>
<td>TOTAL STATE</td>
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<td>491,407</td>
<td>482,291</td>
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<tr>
<td><strong>DELAWARE</strong></td>
<td></td>
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<tr>
<td>Metropolitan District — County</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wilmington (New Castle)</td>
<td>189,532</td>
<td>+ 6.2</td>
<td>52,059</td>
<td>48,658</td>
<td>A-2</td>
</tr>
<tr>
<td>TOTAL STATE</td>
<td>273,614</td>
<td>+ 3.1</td>
<td>77,736</td>
<td>68,369</td>
<td></td>
</tr>
<tr>
<td><strong>DISTRICT OF COLUMBIA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metropolitan District — Counties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington (District of Columbia; Montgomery, Prince Georges, Md.; Alexandria City, Arlington, Va.)</td>
<td>1,175,384</td>
<td>+27.8</td>
<td>328,111</td>
<td>306,489</td>
<td>A-1</td>
</tr>
<tr>
<td>TOTAL D. C.</td>
<td>816,982</td>
<td>+24.2</td>
<td>227,733</td>
<td>210,860</td>
<td></td>
</tr>
<tr>
<td><strong>FLORIDA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Districts — Counties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville (Duval)</td>
<td>245,123</td>
<td>+16.6</td>
<td>68,239</td>
<td>55,275</td>
<td>A-1</td>
</tr>
<tr>
<td>Miami (Dade)</td>
<td>294,445</td>
<td>+10.0</td>
<td>88,918</td>
<td>78,557</td>
<td>A-1</td>
</tr>
<tr>
<td>Tampa - St. Petersburg (Hillsborough, Pinellas)</td>
<td>301,412</td>
<td>+10.8</td>
<td>92,939</td>
<td>73,706</td>
<td>A-1</td>
</tr>
<tr>
<td>Cities 25,000-50,000 Population—not contained in Metropolitan Districts.</td>
<td>Orlando (Orange)</td>
<td>77,314</td>
<td>+10.3</td>
<td>23,965</td>
<td>17,425</td>
</tr>
<tr>
<td>Pensacola (Escambia)</td>
<td>87,935</td>
<td>+26.5</td>
<td>24,888</td>
<td>15,922</td>
<td></td>
</tr>
<tr>
<td>West Palm Beach (Palm Beach)</td>
<td>80,932</td>
<td>+ 1.2</td>
<td>25,862</td>
<td>18,273</td>
<td></td>
</tr>
<tr>
<td>TOTAL STATE</td>
<td>2,012,046</td>
<td>+ 6.4</td>
<td>590,071</td>
<td>407,472</td>
<td></td>
</tr>
</tbody>
</table>
## POPULATION CHANGES BY STATES

### GEORGIA

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>County</th>
<th>Civilian Population Nov. 1943</th>
<th>Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta (DeKalb, Fulton)</td>
<td>486,362</td>
<td>+ 1.9</td>
<td>137,463</td>
<td>114,289</td>
<td>A-1</td>
</tr>
<tr>
<td>Augusta (Richmond)</td>
<td>88,871</td>
<td>+ 9.3</td>
<td>24,678</td>
<td>15,535</td>
<td>A-2</td>
</tr>
<tr>
<td>Columbus, (Muscogee; Russell, Ala.)</td>
<td>135,980</td>
<td>+22.2</td>
<td>36,269</td>
<td>21,160</td>
<td>A-3</td>
</tr>
<tr>
<td>Macon (Bibb)</td>
<td>101,811</td>
<td>+21.5</td>
<td>29,782</td>
<td>16,974</td>
<td>A-2</td>
</tr>
<tr>
<td>Savannah (Chatham)</td>
<td>150,111</td>
<td>+28.9</td>
<td>43,136</td>
<td>26,735</td>
<td>A-2</td>
</tr>
</tbody>
</table>

**City 25,000-50,000 Population—not contained in Metropolitan District.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rome (Floyd)</td>
<td>53,187</td>
<td>- 5.3</td>
<td>14,060</td>
<td>11,051</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 2,976,645 | - 4.1 | 774,807 | 435,498 |

### IDAHO

**City 25,000-50,000 Population**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise City (Ada)</td>
<td>49,073</td>
<td>- 2.6</td>
<td>15,072</td>
<td>13,948</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 473,166 | - 9.8 | 137,902 | 120,380 |

### ILLINOIS

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago (Cook DuPage, Lake; Lake, Ind.)</td>
<td>4,508,492</td>
<td>- 1.4</td>
<td>1,330,891</td>
<td>1,309,779</td>
<td>C-2</td>
</tr>
<tr>
<td>Decatur (Macon)</td>
<td>84,638</td>
<td>- 0.1</td>
<td>26,053</td>
<td>24,245</td>
<td>C-2</td>
</tr>
<tr>
<td>Peoria (Peoria, Tazewell)</td>
<td>109,525</td>
<td>- 0.1</td>
<td>24,245</td>
<td>22,437</td>
<td>C-1</td>
</tr>
<tr>
<td>Rockford (Winnebago)</td>
<td>126,110</td>
<td>+ 4.1</td>
<td>38,717</td>
<td>37,210</td>
<td>B</td>
</tr>
<tr>
<td>Springfield (Sangamon)</td>
<td>113,393</td>
<td>- 3.8</td>
<td>34,302</td>
<td>32,678</td>
<td>D</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora, Elgin (Kane)</td>
<td>129,669</td>
<td>- 0.4</td>
<td>37,936</td>
<td>36,328</td>
<td></td>
</tr>
<tr>
<td>Bloomington (McLean)</td>
<td>65,453</td>
<td>- 11.5</td>
<td>20,045</td>
<td>19,325</td>
<td></td>
</tr>
<tr>
<td>Danville (Vermilion)</td>
<td>76,222</td>
<td>- 12.2</td>
<td>23,323</td>
<td>21,209</td>
<td></td>
</tr>
<tr>
<td>Galesburg (Knox)</td>
<td>48,224</td>
<td>- 7.7</td>
<td>15,402</td>
<td>13,918</td>
<td></td>
</tr>
<tr>
<td>Joliet (Will)</td>
<td>116,322</td>
<td>- 1.3</td>
<td>31,630</td>
<td>31,129</td>
<td></td>
</tr>
<tr>
<td>Quincy (Adams)</td>
<td>58,590</td>
<td>- 10.2</td>
<td>18,115</td>
<td>15,932</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 7,563,770 | - 4.0 | 2,260,698 | 2,173,790 |

### INDIANA

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evansville (Vanderburgh, Henderson, Ky.)</td>
<td>179,995</td>
<td>+ 14.1</td>
<td>52,892</td>
<td>44,055</td>
<td>A-2</td>
</tr>
<tr>
<td>Fort Wayne (Allen)</td>
<td>152,686</td>
<td>- 1.5</td>
<td>44,587</td>
<td>43,758</td>
<td>C-2</td>
</tr>
<tr>
<td>Indianapolis (Marion)</td>
<td>491,053</td>
<td>+ 7.3</td>
<td>150,619</td>
<td>146,628</td>
<td>A-2</td>
</tr>
<tr>
<td>South Bend (St. Joseph)</td>
<td>173,111</td>
<td>+ 7.0</td>
<td>49,980</td>
<td>45,781</td>
<td>C-2</td>
</tr>
<tr>
<td>Terre Haute (Vigo)</td>
<td>90,633</td>
<td>- 9.1</td>
<td>29,480</td>
<td>27,251</td>
<td>D</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anderson (Madison)</td>
<td>91,707</td>
<td>+ 3.5</td>
<td>28,099</td>
<td>26,070</td>
<td></td>
</tr>
<tr>
<td>Elkhart (Elkhart)</td>
<td>70,125</td>
<td>- 3.5</td>
<td>19,890</td>
<td>19,231</td>
<td></td>
</tr>
<tr>
<td>Kokomo (Howard)</td>
<td>45,986</td>
<td>- 3.7</td>
<td>13,987</td>
<td>13,263</td>
<td></td>
</tr>
<tr>
<td>Lafayette (Tippecanoe)</td>
<td>52,781</td>
<td>+ 3.5</td>
<td>15,821</td>
<td>15,195</td>
<td></td>
</tr>
<tr>
<td>Marion (Grant)</td>
<td>54,838</td>
<td>- 1.7</td>
<td>16,645</td>
<td>15,674</td>
<td></td>
</tr>
<tr>
<td>Michigan City (La Porte)</td>
<td>67,531</td>
<td>+ 6.1</td>
<td>19,090</td>
<td>18,124</td>
<td></td>
</tr>
<tr>
<td>Muncie (Delaware)</td>
<td>75,429</td>
<td>+ 0.6</td>
<td>23,391</td>
<td>22,172</td>
<td></td>
</tr>
<tr>
<td>Richmond (Wayne)</td>
<td>58,669</td>
<td>- 0.9</td>
<td>17,476</td>
<td>16,716</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE** | 3,383,312 | - 1.2 | 1,008,226 | 978,870 |
### IOWA

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th></th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar Rapids (Linn)</td>
<td>87,246</td>
<td>-2.1</td>
<td>27,696</td>
<td>26,001</td>
<td>C-1</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)</td>
<td>201,244</td>
<td>+1.8</td>
<td>60,865</td>
<td>59,144</td>
<td>C-1</td>
</tr>
<tr>
<td>Des Moines (Polk)</td>
<td>188,572</td>
<td>-3.1</td>
<td>58,776</td>
<td>56,859</td>
<td>C-1</td>
</tr>
<tr>
<td>Sioux City (Woodbury)</td>
<td>89,736</td>
<td>-13.4</td>
<td>26,606</td>
<td>25,021</td>
<td>D</td>
</tr>
<tr>
<td>Waterloo (Black Hawk)</td>
<td>75,979</td>
<td>-5.0</td>
<td>23,096</td>
<td>22,678</td>
<td>C-1</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Burlington (Des Moines)</td>
<td>39,690</td>
<td>+7.8</td>
<td>12,495</td>
<td>12,033</td>
<td></td>
</tr>
<tr>
<td>Clinton (Clinton)</td>
<td>43,543</td>
<td>+2.6</td>
<td>13,003</td>
<td>12,024</td>
<td></td>
</tr>
<tr>
<td>Dubuque (Dubuque)</td>
<td>58,741</td>
<td>-7.9</td>
<td>15,788</td>
<td>15,047</td>
<td></td>
</tr>
<tr>
<td>Mason City (Cerro Gordo)</td>
<td>37,543</td>
<td>-14.4</td>
<td>10,840</td>
<td>10,324</td>
<td></td>
</tr>
<tr>
<td>Ottumwa (Wapello)</td>
<td>42,639</td>
<td>-3.7</td>
<td>13,270</td>
<td>11,399</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**

|                           | 2,276,876                    | -10.3                           | 679,366       | 633,680                     |                |

### KANSAS

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th></th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Topeka (Shawnee)</td>
<td>84,765</td>
<td>-7.1</td>
<td>26,376</td>
<td>24,721</td>
<td>C-2</td>
</tr>
<tr>
<td>Wichita (Sedgwick)</td>
<td>194,945</td>
<td>+36.0</td>
<td>60,771</td>
<td>54,432</td>
<td>B</td>
</tr>
</tbody>
</table>

**City 25,000-50,000 Population—not contained in Metropolitan District.**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hutchinson (Reno)</td>
<td>48,129</td>
<td>-7.7</td>
<td>14,684</td>
<td>13,551</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**

|                           | 1,678,722                    | -6.5                           | 514,176       | 446,817                     |                |

### KENTUCKY

**Metropolitan District — County**

<table>
<thead>
<tr>
<th></th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville (Jefferson; Clark, Floyd, Ind.)</td>
<td>508,719</td>
<td>+12.7</td>
<td>149,527</td>
<td>130,816</td>
<td>B</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lexington (Fayette)</td>
<td>77,085</td>
<td>-2.3</td>
<td>22,054</td>
<td>19,334</td>
<td></td>
</tr>
<tr>
<td>Owensboro (Daviess)</td>
<td>49,223</td>
<td>-5.9</td>
<td>13,719</td>
<td>10,526</td>
<td></td>
</tr>
<tr>
<td>Padueah (McCracken)</td>
<td>42,814</td>
<td>-11.8</td>
<td>12,829</td>
<td>9,801</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**

|                           | 2,549,108                    | -10.1                           | 677,582       | 474,911                     |                |

### LOUISIANA

**Metropolitan Districts — Parishes**

<table>
<thead>
<tr>
<th></th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans (Jefferson, Orleans)</td>
<td>584,181</td>
<td>+7.3</td>
<td>166,756</td>
<td>127,978</td>
<td>A-2</td>
</tr>
<tr>
<td>Shreveport (Caddo)</td>
<td>139,693</td>
<td>-7.0</td>
<td>40,390</td>
<td>25,743</td>
<td>C-1</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria (Rapides)</td>
<td>88,654</td>
<td>+20.8</td>
<td>22,576</td>
<td>12,650</td>
<td></td>
</tr>
<tr>
<td>Baton Rouge (East Baton Rouge)</td>
<td>107,066</td>
<td>+21.1</td>
<td>29,507</td>
<td>20,853</td>
<td></td>
</tr>
<tr>
<td>Monroe (Ouachita)</td>
<td>57,658</td>
<td>+2.6</td>
<td>16,549</td>
<td>10,622</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**

|                           | 2,316,681                    | 1.8                            | 624,932       | 347,816                     |                |
## POPULATION CHANGES BY STATES

<table>
<thead>
<tr>
<th>State</th>
<th>Metropolitan District — County</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAINE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Portland (Cumberland)</strong></td>
<td>152,877</td>
<td>+ 6.4</td>
<td>43,852</td>
<td>41,455</td>
<td>A-2</td>
</tr>
<tr>
<td></td>
<td><strong>Cities 25,000-50,000</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bangor (Penobscot)</td>
<td>86,442</td>
<td>—11.0</td>
<td>23,350</td>
<td>21,203</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lewiston (Androscoggin)</td>
<td>73,716</td>
<td>— 3.9</td>
<td>20,188</td>
<td>19,059</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL STATE</strong></td>
<td>782,312</td>
<td>— 7.3</td>
<td>218,530</td>
<td>197,041</td>
<td></td>
</tr>
<tr>
<td><strong>MARYLAND</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Baltimore (Baltimore City,</strong></td>
<td>1,207,436</td>
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<td>335,156</td>
<td>316,677</td>
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<td><strong>Anne Arundel, Baltimore)</strong></td>
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<td><strong>Cities 25,000-50,000</strong></td>
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<td>Cumberland (Allegany)</td>
<td>81,302</td>
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<td><strong>Haverhill (Essex, Middlesex, Norfolk, Plymouth, Suffolk)</strong></td>
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<td>342,529</td>
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<td>93,774</td>
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<td><strong>(Bristol)</strong></td>
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<td><strong>Springfield-Holyoke (Hampden, Hampshire)</strong></td>
<td>392,640</td>
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<td>107,961</td>
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<td><strong>Worcester (Worcester)</strong></td>
<td>472,224</td>
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<td>127,948</td>
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<td><strong>Cities 25,000-50,000</strong></td>
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<td><strong>Pittsfield (Berkshire)</strong></td>
<td>115,704</td>
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<td>32,623</td>
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<td><strong>Detroit (Macomb, Oakland, Wayne)</strong></td>
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<td><strong>Flint (Genesee)</strong></td>
<td>228,183</td>
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<td>61,782</td>
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<td><strong>Grand Rapids (Kent)</strong></td>
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<td>67,158</td>
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<td><strong>Kalamazoo (Kalamazoo)</strong></td>
<td>101,716</td>
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<td><strong>Lansing (Ingham)</strong></td>
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<td>41,026</td>
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<td><strong>Saginaw - Bay City (Bay, Saginaw)</strong></td>
<td>206,551</td>
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<td><strong>Cities 25,000-50,000</strong></td>
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<td></td>
<td><strong>Ann Arbor (Washtenaw)</strong></td>
<td>97,829</td>
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<td>27,833</td>
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<td><strong>Battle Creek (Calhoun)</strong></td>
<td>99,590</td>
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<td>30,249</td>
<td>29,035</td>
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<tr>
<td></td>
<td><strong>Jackson (Jackson)</strong></td>
<td>95,022</td>
<td>+ 2.1</td>
<td>27,461</td>
<td>26,338</td>
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<tr>
<td></td>
<td><strong>Muskegon (Muskegon)</strong></td>
<td>104,763</td>
<td>+10.9</td>
<td>30,413</td>
<td>27,984</td>
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<td><strong>Fort Huron (Saint Clair)</strong></td>
<td>76,770</td>
<td>+ 0.8</td>
<td>22,325</td>
<td>21,824</td>
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<td><strong>TOTAL STATE</strong></td>
<td>5,377,329</td>
<td>+ 2.4</td>
<td>1,528,635</td>
<td>1,433,728</td>
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</table>
### POPULATION CHANGES BY STATES

<table>
<thead>
<tr>
<th>State</th>
<th>Metropolitan Districts — Counties</th>
<th>City 25,000-50,000 Population</th>
<th>Metropolitan Districts — Counties</th>
<th>City 25,000-50,000 Population</th>
<th>Total State</th>
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<tbody>
<tr>
<td>MINNESOTA</td>
<td>Metropolitan Districts — Counties</td>
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<td>Metropolitan Districts — Counties</td>
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<tr>
<td></td>
<td>Duluth-Superior (St. Louis; Douglas, Wis.)</td>
<td>228,716</td>
<td>— 9.9</td>
<td>46,540</td>
<td>63,151</td>
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<td>Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington)</td>
<td>902,612</td>
<td>— 2.4</td>
<td>272,998</td>
<td>268,723</td>
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<td></td>
<td>Rochester (Olmstead)</td>
<td>37,155</td>
<td>—12.9</td>
<td>9,680</td>
<td>9,265</td>
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<td>TOTAL STATE</td>
<td>2,525,558</td>
<td>— 9.4</td>
<td>711,607</td>
<td>672,823</td>
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<td>Metropolitan District — County</td>
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<tr>
<td></td>
<td>Jackson (Hinds)</td>
<td>110,836</td>
<td>+ 3.3</td>
<td>29,720</td>
<td>17,651</td>
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<td>Meridian (Lauderdale)</td>
<td>56,981</td>
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<td>15,623</td>
<td>8,085</td>
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<td>TOTAL STATE</td>
<td>1,996,333</td>
<td>— 8.6</td>
<td>526,932</td>
<td>221,285</td>
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<td>MISSOURI</td>
<td>Metropolitan Districts — Counties</td>
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<td>Metropolitan Districts — Counties</td>
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</tr>
<tr>
<td></td>
<td>Kansas City (Mo.) - Kansas City (Kan.), (Jackson, Mo.; Johnson, Wyandotte, Kan.)</td>
<td>670,575</td>
<td>+ 2.2</td>
<td>212,824</td>
<td>203,500</td>
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<td></td>
<td>St. Joseph (Buchanan)</td>
<td>79,960</td>
<td>—15.0</td>
<td>24,696</td>
<td>20,011</td>
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<tr>
<td></td>
<td>St. Louis (St. Louis City, St. Charles, St. Louis; Madison, St. Clair, Ill.)</td>
<td>1,485,868</td>
<td>+ 3.9</td>
<td>447,374</td>
<td>422,979</td>
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<td>Springfield (Greene)</td>
<td>85,256</td>
<td>— 5.8</td>
<td>26,957</td>
<td>23,293</td>
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<td>3,524,790</td>
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<td>1,071,848</td>
<td>894,605</td>
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<td>MONTANA</td>
<td>Cities 25,000-50,000 Population</td>
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<td>Metropolitan Districts — Counties</td>
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<tr>
<td></td>
<td>Butte (Silver Bow)</td>
<td>46,355</td>
<td>—12.9</td>
<td>15,632</td>
<td>15,228</td>
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<td></td>
<td>Great Falls (Cascade)</td>
<td>42,016</td>
<td></td>
<td>13,355</td>
<td>12,073</td>
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<td>—15.8</td>
<td>145,836</td>
<td>123,187</td>
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<td>Metropolitan Districts — Counties</td>
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<td>Metropolitan Districts — Counties</td>
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<tr>
<td></td>
<td>Lincoln (Lancaster)</td>
<td>92,795</td>
<td>7.7</td>
<td>28,954</td>
<td>27,588</td>
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<td></td>
<td>Omaha-Council Bluffs, Iowa (Douglas; Pottawattamie, Iowa)</td>
<td>302,527</td>
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<td>89,876</td>
<td>86,393</td>
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<td>1,176,023</td>
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<td>310,020</td>
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<td>NEVADA</td>
<td>TOTAL STATE</td>
<td>130,637</td>
<td>+ 20.1</td>
<td>42,346</td>
<td>38,460</td>
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282
### POPULATION CHANGES BY STATES

<table>
<thead>
<tr>
<th>State</th>
<th>Metropolitan District — County</th>
<th>City 25,000-50,000 Population</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
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<tbody>
<tr>
<td><strong>NEW HAMPSHIRE</strong></td>
<td>Manchester (Hillsborouth)</td>
<td>136,039</td>
<td>— 6.1</td>
<td>39,572</td>
<td>37,547</td>
<td>D</td>
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<tr>
<td></td>
<td>Concord (Merrimack)</td>
<td>49,559</td>
<td>— 18.9</td>
<td>13,989</td>
<td>13,184</td>
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<td></td>
<td>453,333</td>
<td>— 7.7</td>
<td>132,138</td>
<td>121,689</td>
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<td><strong>NEW JERSEY</strong></td>
<td>Atlantic City (Atlantic)</td>
<td>107,491</td>
<td>— 13.3</td>
<td>32,492</td>
<td>30,296</td>
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<tr>
<td></td>
<td>Trenton (Mercer)</td>
<td>196,424</td>
<td>— 0.5</td>
<td>51,702</td>
<td>50,324</td>
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<tr>
<td>TOTAL STATE</td>
<td></td>
<td>4,080,485</td>
<td>— 1.8</td>
<td>1,158,574</td>
<td>1,133,935</td>
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<td><strong>NEW MEXICO</strong></td>
<td>Albuquerque (Bernalillo)</td>
<td>69,794</td>
<td>+ 0.6</td>
<td>19,471</td>
<td>15,158</td>
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<td></td>
<td>490,119</td>
<td>— 7.6</td>
<td>128,828</td>
<td>73,329</td>
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<td><strong>NEW YORK</strong></td>
<td>Albany - Schenectady - Troy</td>
<td>446,558</td>
<td>— 4.1</td>
<td>136,278</td>
<td>132,145</td>
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<tr>
<td></td>
<td>Binghamton (Broome)</td>
<td>164,443</td>
<td>— 0.8</td>
<td>46,494</td>
<td>43,380</td>
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<tr>
<td></td>
<td>Buffalo-Niagara Falls (Erie, Niagara)</td>
<td>961,345</td>
<td>+ 0.4</td>
<td>269,702</td>
<td>264,929</td>
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<tr>
<td></td>
<td>Rochester (Monroe)</td>
<td>418,655</td>
<td>— 4.5</td>
<td>124,234</td>
<td>121,752</td>
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<tr>
<td></td>
<td>Syracuse (Onondaga)</td>
<td>283,237</td>
<td>— 4.0</td>
<td>83,129</td>
<td>77,009</td>
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<tr>
<td></td>
<td>Utica-Rome (Herkimer, Oneida)</td>
<td>258,433</td>
<td>— 1.8</td>
<td>72,862</td>
<td>68,577</td>
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<td><strong>TOTAL STATE</strong></td>
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<td>12,442,784</td>
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<td>3,643,803</td>
<td>3,609,025</td>
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<td><strong>NORTH DAKOTA</strong></td>
<td>Fargo (Cass)</td>
<td>45,565</td>
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<td>12,336</td>
<td>11,944</td>
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<td><strong>TOTAL STATE</strong></td>
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<td>536,510</td>
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<td>137,913</td>
<td>127,264</td>
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Data from: [Source: U.S. Census Bureau, 1945](https://www.census.gov)
### NORTH CAROLINA

**Metropolitan Districts — Counties**

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<thead>
<tr>
<th>City</th>
<th>Population Nov. 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
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</thead>
<tbody>
<tr>
<td>Asheville (Burcombe)</td>
<td>97,423</td>
<td>-10.4</td>
<td>25,505</td>
<td>19,245</td>
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<tr>
<td>Charlotte (Mecklenburg)</td>
<td>146,168</td>
<td>-3.7</td>
<td>37,554</td>
<td>30,871</td>
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<td>Durham (Durham)</td>
<td>80,481</td>
<td>+ 0.3</td>
<td>21,369</td>
<td>17,281</td>
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<td>Greensboro (Guilford)</td>
<td>150,579</td>
<td>- 2.2</td>
<td>38,647</td>
<td>31,645</td>
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<tr>
<td>Winston-Salem (Forsyth)</td>
<td>109,847</td>
<td>-13.1</td>
<td>28,952</td>
<td>23,381</td>
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</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
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<tr>
<th>City</th>
<th>Population</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raleigh (Wake)</td>
<td>103,369</td>
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<td>24,694</td>
<td>17,727</td>
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<tr>
<td>Rocky Mount (Edgecombe, Nash)</td>
<td>92,764</td>
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<td>18,598</td>
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<td>Wilmington (New Hanover)</td>
<td>79,070</td>
<td>+65.0</td>
<td>20,744</td>
<td>14,017</td>
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</table>

**TOTAL STATE**

<table>
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<th>Population</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
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<tbody>
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<td></td>
<td>3,346,987</td>
<td>6.1</td>
<td>797,556</td>
<td>514,412</td>
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### OHIO

**Metropolitan Districts — Counties**

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<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron (Summit)</td>
<td>336,652</td>
<td>+ 7.1</td>
<td>104,562</td>
<td>101,045</td>
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<tr>
<td>Canton (Stark)</td>
<td>247,668</td>
<td>+ 5.4</td>
<td>69,956</td>
<td>66,970</td>
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<tr>
<td>Cincinnati (Hamilton, Dearborn, Ind.; Campbell, Kenton, Ky.)</td>
<td>834,281</td>
<td>+ 3.2</td>
<td>258,131</td>
<td>245,877</td>
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<tr>
<td>Cleveland (Cuyahoga)</td>
<td>1,228,803</td>
<td>+ 1.0</td>
<td>363,777</td>
<td>346,992</td>
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<tr>
<td>Columbus (Franklin)</td>
<td>415,930</td>
<td>+ 7.3</td>
<td>120,969</td>
<td>117,731</td>
</tr>
<tr>
<td>Dayton (Montgomery)</td>
<td>338,688</td>
<td>+14.6</td>
<td>99,963</td>
<td>97,593</td>
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<tr>
<td>Hamilton-Middletown (Butler)</td>
<td>123,344</td>
<td>+ 2.6</td>
<td>35,548</td>
<td>33,609</td>
</tr>
<tr>
<td>Springfield (Clark)</td>
<td>100,466</td>
<td>+ 5.0</td>
<td>29,878</td>
<td>27,776</td>
</tr>
<tr>
<td>Toledo (Lucas)</td>
<td>336,396</td>
<td>+ 5.1</td>
<td>100,691</td>
<td>95,083</td>
</tr>
<tr>
<td>Youngstown (Mahoning, Trumbull)</td>
<td>361,613</td>
<td>+ 2.9</td>
<td>96,715</td>
<td>92,018</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elyria-Lorain (Lorain)</td>
<td>113,482</td>
<td>+ 1.0</td>
<td>32,676</td>
<td>31,377</td>
</tr>
<tr>
<td>Lima (Allen)</td>
<td>80,819</td>
<td>+10.3</td>
<td>23,779</td>
<td>19,781</td>
</tr>
<tr>
<td>Mansfield (Richland)</td>
<td>72,831</td>
<td>- 1.4</td>
<td>21,193</td>
<td>19,532</td>
</tr>
<tr>
<td>Marion (Marion)</td>
<td>45,040</td>
<td>+ 0.3</td>
<td>13,705</td>
<td>12,965</td>
</tr>
<tr>
<td>Newark (Licking)</td>
<td>60,805</td>
<td>- 2.4</td>
<td>19,208</td>
<td>17,261</td>
</tr>
<tr>
<td>Portsmouth (Sciota)</td>
<td>71,025</td>
<td>-18.0</td>
<td>19,237</td>
<td>16,993</td>
</tr>
<tr>
<td>Steubenville (Jefferson)</td>
<td>86,069</td>
<td>-12.3</td>
<td>23,288</td>
<td>21,566</td>
</tr>
<tr>
<td>Zanesville (Muskingum)</td>
<td>64,947</td>
<td>- 6.9</td>
<td>19,885</td>
<td>18,044</td>
</tr>
</tbody>
</table>

**TOTAL STATE**

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6,828,352</td>
<td>1.1</td>
<td>2,011,764</td>
<td>1,879,086</td>
</tr>
</tbody>
</table>

### OKLAHOMA

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oklahoma City (Oklahoma)</td>
<td>256,559</td>
<td>+ 5.1</td>
<td>77,485</td>
<td>69,787</td>
</tr>
<tr>
<td>Tulsa (Tulsa)</td>
<td>213,200</td>
<td>+10.3</td>
<td>64,153</td>
<td>54,332</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enid (Garfield)</td>
<td>39,677</td>
<td>-12.8</td>
<td>12,206</td>
<td>10,019</td>
</tr>
<tr>
<td>Muskogee (Muskogee)</td>
<td>62,851</td>
<td>- 4.6</td>
<td>21,138</td>
<td>13,392</td>
</tr>
</tbody>
</table>

**TOTAL STATE**

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,987,941</td>
<td>14.7</td>
<td>564,084</td>
<td>424,556</td>
</tr>
</tbody>
</table>

### OREGON

**Metropolitan District — County**

<table>
<thead>
<tr>
<th>City</th>
<th>Population 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland (Clackamas, Multnomah)</td>
<td>511,229</td>
<td>+24.0</td>
<td>176,901</td>
<td>162,182</td>
</tr>
</tbody>
</table>

**City 25,000-50,000 Population—not contained in Metropolitan District.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population 1940</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salem (Marion)</td>
<td>72,715</td>
<td>- 3.4</td>
<td>21,634</td>
<td>19,840</td>
</tr>
</tbody>
</table>

**TOTAL STATE**

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Civilian Increase or Radio Post-XT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,172,674</td>
<td>7.8</td>
<td>387,769</td>
<td>347,610</td>
</tr>
</tbody>
</table>
### POPULATION CHANGES BY STATES

#### PENNSYLVANIA

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1915</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown-Bethlehem-Easton (Lehigh, Northampton)</td>
<td>332,921</td>
<td>-3.9</td>
<td>91,719</td>
<td>90,401</td>
<td>D</td>
</tr>
<tr>
<td>Altoona (Blair)</td>
<td>126,001</td>
<td>-10.2</td>
<td>35,160</td>
<td>33,688</td>
<td>D</td>
</tr>
<tr>
<td>Erie (Erie)</td>
<td>185,179</td>
<td>+2.4</td>
<td>53,571</td>
<td>50,265</td>
<td>B</td>
</tr>
<tr>
<td>Harrisburg (Dauphin)</td>
<td>173,677</td>
<td>-1.9</td>
<td>48,994</td>
<td>46,684</td>
<td>D</td>
</tr>
<tr>
<td>Johnstown (Cambria)</td>
<td>187,384</td>
<td>-12.2</td>
<td>46,038</td>
<td>43,092</td>
<td>D</td>
</tr>
<tr>
<td>Lancaster (Lancaster)</td>
<td>201,649</td>
<td>-5.1</td>
<td>56,484</td>
<td>49,531</td>
<td>D</td>
</tr>
<tr>
<td>Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)</td>
<td>3,002,565</td>
<td>+1.7</td>
<td>837,632</td>
<td>810,603</td>
<td>D</td>
</tr>
<tr>
<td>Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)</td>
<td>1,960,103</td>
<td>-7.8</td>
<td>530,802</td>
<td>507,881</td>
<td>D</td>
</tr>
<tr>
<td>Reading (Berks)</td>
<td>223,093</td>
<td>-7.8</td>
<td>63,226</td>
<td>60,879</td>
<td>D</td>
</tr>
<tr>
<td>Scranton-Wilkes Barre (Lackawanna, Luzerne)</td>
<td>584,282</td>
<td>+21.3</td>
<td>149,713</td>
<td>148,696</td>
<td>D</td>
</tr>
<tr>
<td>York (York)</td>
<td>170,363</td>
<td>-5.1</td>
<td>49,601</td>
<td>47,210</td>
<td>D</td>
</tr>
</tbody>
</table>

#### CITIES 25,000-50,000 Population — not contained in Metropolitan Districts.

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aliquippa (Beaver)</td>
<td>158,463</td>
</tr>
<tr>
<td>Lebanon (Lebanon)</td>
<td>67,956</td>
</tr>
<tr>
<td>New Castle (Lawrence)</td>
<td>93,094</td>
</tr>
<tr>
<td>Sharon (Mercer)</td>
<td>102,721</td>
</tr>
<tr>
<td>Williamsport (Lycoming)</td>
<td>90,984</td>
</tr>
</tbody>
</table>

#### TOTAL STATE

- 9,273,242 | -6.3 | 2,535,648 | 2,442,185 |

#### RHODE ISLAND

<table>
<thead>
<tr>
<th>Metropolitan District — County</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providence (Bristol, Kent, Newport, Providence)</td>
<td>659,319</td>
</tr>
</tbody>
</table>

#### TOTAL STATE

- 694,616 | -2.0 | 197,679 | 193,115 |

#### SOUTH CAROLINA

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston (Charleston)</td>
<td>161,819</td>
</tr>
<tr>
<td>Columbia (Richland)</td>
<td>117,175</td>
</tr>
</tbody>
</table>

#### CITIES 25,000-50,000 Population — not contained in Metropolitan Districts.

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenville (Greenville)</td>
<td>140,362</td>
</tr>
<tr>
<td>Spartanburg (Spartanburg)</td>
<td>121,475</td>
</tr>
</tbody>
</table>

#### TOTAL STATE

- 1,789,662 | -5.4 | 438,013 | 232,624 |

#### SOUTH DAKOTA

<table>
<thead>
<tr>
<th>City 25,000-50,000 Population</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sioux Falls (Minnehaha)</td>
<td>57,385</td>
</tr>
</tbody>
</table>

#### TOTAL STATE

- 544,866 | -15.2 | 152,028 | 135,101 |

#### TENNESSEE

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chattanooga (Hamilton; Walker, Ga.)</td>
<td>208,333</td>
</tr>
<tr>
<td>Knoxville (Knox)</td>
<td>195,516</td>
</tr>
<tr>
<td>Memphis (Shelby)</td>
<td>378,108</td>
</tr>
<tr>
<td>Nashville (Davidson)</td>
<td>261,258</td>
</tr>
</tbody>
</table>

#### CITIES 25,000-50,000 Population — not contained in Metropolitan District.

<table>
<thead>
<tr>
<th>City 25,000-50,000 Population — not contained in Metropolitan District.</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson City (Washington)</td>
<td>50,556</td>
</tr>
</tbody>
</table>

#### TOTAL STATE

- 2,818,226 | -3.3 | 742,060 | 477,182 |
### POPULATION CHANGES BY STATES

#### TEXAS

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Civilian Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amarillo (Potter)</td>
<td>58,042</td>
<td>+ 7.0</td>
<td>17,168</td>
<td>15,853</td>
<td>A-2</td>
</tr>
<tr>
<td>Austin (Travis)</td>
<td>106,152</td>
<td>- 4.4</td>
<td>28,848</td>
<td>22,707</td>
<td>C-1</td>
</tr>
<tr>
<td>Beaumont-Port Arthur (Jefferson)</td>
<td>178,214</td>
<td>+22.7</td>
<td>50,833</td>
<td>40,712</td>
<td>A-2</td>
</tr>
<tr>
<td>Corpus Christi (Nueces)</td>
<td>113,403</td>
<td>+22.4</td>
<td>31,086</td>
<td>22,054</td>
<td>A-1</td>
</tr>
<tr>
<td>Dallas (Dallas)</td>
<td>442,967</td>
<td>+11.2</td>
<td>133,703</td>
<td>115,380</td>
<td>A-1</td>
</tr>
<tr>
<td>El Paso (El Paso)</td>
<td>136,173</td>
<td>+ 8.2</td>
<td>36,439</td>
<td>27,161</td>
<td>B</td>
</tr>
<tr>
<td>Fort Worth (Tarrant)</td>
<td>267,856</td>
<td>+18.8</td>
<td>81,241</td>
<td>65,532</td>
<td>A-2</td>
</tr>
<tr>
<td>Galveston (Galveston)</td>
<td>94,314</td>
<td>+18.2</td>
<td>27,884</td>
<td>24,056</td>
<td>A-1</td>
</tr>
<tr>
<td>Houston (Harris)</td>
<td>601,249</td>
<td>+13.7</td>
<td>176,855</td>
<td>144,792</td>
<td>A-1</td>
</tr>
<tr>
<td>San Antonio (Bexar)</td>
<td>364,275</td>
<td>+15.3</td>
<td>103,663</td>
<td>90,113</td>
<td>A-1</td>
</tr>
<tr>
<td>Waco (McLennan)</td>
<td>103,185</td>
<td>+ 1.3</td>
<td>29,621</td>
<td>22,756</td>
<td></td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families</th>
<th>Effective Radio Homes</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abilene (Taylor)</td>
<td>51,056</td>
<td>+15.6</td>
<td>14,427</td>
<td>10,962</td>
<td></td>
</tr>
<tr>
<td>Laredo (Webb)</td>
<td>45,729</td>
<td>+ 0.7</td>
<td>10,807</td>
<td>5,049</td>
<td></td>
</tr>
<tr>
<td>Lubbock (Lubbock)</td>
<td>66,235</td>
<td>+27.9</td>
<td>18,656</td>
<td>13,382</td>
<td></td>
</tr>
<tr>
<td>San Angelo (Tom Green)</td>
<td>39,526</td>
<td>+ 0.6</td>
<td>11,312</td>
<td>9,206</td>
<td></td>
</tr>
<tr>
<td>*Texarkana (Bowie; Miller, Ark.)</td>
<td>87,079</td>
<td>+ 5.8</td>
<td>24,477</td>
<td>14,305</td>
<td></td>
</tr>
<tr>
<td>Tyler (Smith)</td>
<td>60,800</td>
<td>-12.0</td>
<td>17,239</td>
<td>11,636</td>
<td></td>
</tr>
<tr>
<td>Wichita Falls (Wichita)</td>
<td>72,981</td>
<td>- 0.8</td>
<td>21,211</td>
<td>17,420</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**                              | 6,259,584  | - 1.9                | 1,765,672 | 1,242,083             |                |

*Includes Texarkana, Ark.

#### UTAH

<table>
<thead>
<tr>
<th>Metropolitan District — County</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families</th>
<th>Effective Radio Homes</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salt Lake City (Salt Lake)</td>
<td>230,447</td>
<td>+ 9.2</td>
<td>65,850</td>
<td>64,242</td>
<td>A-2</td>
</tr>
<tr>
<td>City 25,000-50,000 Population—not contained in Metropolitan District.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ogden (Weber)</td>
<td>70,247</td>
<td>+23.9</td>
<td>19,785</td>
<td>18,901</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**                              | 583,572    | + 6.2                | 162,223  | 150,258               |                |

#### VIRGINIA

<table>
<thead>
<tr>
<th>Metropolitan Districts — Counties</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families</th>
<th>Effective Radio Homes</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norfolk-Portsmouth-Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick)</td>
<td>505,119</td>
<td>+57.1</td>
<td>141,042</td>
<td>105,489</td>
<td>A-2</td>
</tr>
<tr>
<td>Richmond (Richmond City, Henrico)</td>
<td>252,777</td>
<td>+ 7.6</td>
<td>70,667</td>
<td>61,752</td>
<td>A-2</td>
</tr>
<tr>
<td>Roanoke (Roanoke City; Roanoke)</td>
<td>104,808</td>
<td>- 6.6</td>
<td>27,810</td>
<td>24,346</td>
<td>C-2</td>
</tr>
</tbody>
</table>

**Cities 25,000-50,000 Population—not contained in Metropolitan Districts.**

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Increase or Decrease</th>
<th>Families</th>
<th>Effective Radio Homes</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danville (Danville City; Pittsylvania)</td>
<td>88,467</td>
<td>- 6.4</td>
<td>21,250</td>
<td>13,600</td>
<td></td>
</tr>
<tr>
<td>Lynchburg (Lynchburg City; Campbell)</td>
<td>64,350</td>
<td>- 8.9</td>
<td>16,880</td>
<td>12,777</td>
<td></td>
</tr>
<tr>
<td>Petersburg (Petersburg City; Dinwiddie)</td>
<td>49,055</td>
<td>+ 0.5</td>
<td>12,121</td>
<td>7,688</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL STATE**                              | 2,769,828  | + 4.8                | 702,208  | 495,296               |                |
### Vermont

**City 25,000-50,000 Population**

<table>
<thead>
<tr>
<th>City</th>
<th>Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burlington (Chittenden)</td>
<td>47,147</td>
<td>6.0</td>
<td>12,823</td>
<td>11,933</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>316,074</strong></td>
<td><strong>-11.5</strong></td>
<td><strong>88,368</strong></td>
<td><strong>81,116</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Washington

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle (King)</td>
<td>594,793</td>
<td>+18.2</td>
<td>211,914</td>
<td>201,783</td>
<td>A-2</td>
</tr>
<tr>
<td>Spokane (Spokane)</td>
<td>172,352</td>
<td>+6.0</td>
<td>56,395</td>
<td>52,695</td>
<td>A-2</td>
</tr>
<tr>
<td>Tacoma (Pierce)</td>
<td>208,991</td>
<td>+20.6</td>
<td>69,886</td>
<td>65,660</td>
<td>A-2</td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>1,905,239</strong></td>
<td><strong>+10.8</strong></td>
<td><strong>633,510</strong></td>
<td><strong>571,809</strong></td>
<td></td>
</tr>
</tbody>
</table>

### West Virginia

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston (Kanawha)</td>
<td>224,174</td>
<td>+14.7</td>
<td>57,066</td>
<td>44,412</td>
<td>A-2</td>
</tr>
<tr>
<td>Huntington - Ashland (Ky.) (Cabell; Boyd, Ky.; Lawrence, Ohio)</td>
<td>172,311</td>
<td>-9.4</td>
<td>46,398</td>
<td>39,412</td>
<td>C-2</td>
</tr>
<tr>
<td>Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)</td>
<td>204,373</td>
<td>-12.8</td>
<td>56,747</td>
<td>51,971</td>
<td>D</td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>1,732,355</strong></td>
<td><strong>-8.9</strong></td>
<td><strong>437,696</strong></td>
<td><strong>337,875</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Wisconsin

**Metropolitan Districts — Counties**

<table>
<thead>
<tr>
<th>City</th>
<th>Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison (Dane)</td>
<td>135,232</td>
<td>+3.5</td>
<td>39,121</td>
<td>37,875</td>
<td>A-2</td>
</tr>
<tr>
<td>Milwaukee (Milwaukee)</td>
<td>762,105</td>
<td>-0.6</td>
<td>223,321</td>
<td>212,674</td>
<td>C-2</td>
</tr>
<tr>
<td>Racine-Kenosha (Kenosha, Racine)</td>
<td>154,167</td>
<td>-2.1</td>
<td>43,844</td>
<td>42,919</td>
<td>D</td>
</tr>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>2,945,355</strong></td>
<td><strong>-6.1</strong></td>
<td><strong>835,479</strong></td>
<td><strong>788,223</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Wyoming

<table>
<thead>
<tr>
<th>City</th>
<th>Population Nov. 1943</th>
<th>% Increase or Decrease 1940-1943</th>
<th>Families 1945</th>
<th>Effective Radio Homes 1945</th>
<th>Post-War Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL STATE</strong></td>
<td><strong>235,739</strong></td>
<td><strong>3.7</strong></td>
<td><strong>77,732</strong></td>
<td><strong>61,048</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL UNITED STATES</strong></td>
<td><strong>127,307,884</strong></td>
<td><strong>-3.1</strong></td>
<td><strong>36,244,024</strong></td>
<td><strong>31,271,178</strong></td>
<td></td>
</tr>
</tbody>
</table>
The Pacific Coast, too, 
IS SAVED IN TWO!

Are you sawing the Pacific Coast in half? You are if you aren’t using Don Lee on the Pacific Coast. For half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Seattle and Portland are located—and only Don Lee completely covers the outside half.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains and long range broadcasting won’t work (watts do fine until they hit mountains). However, with 38 stations, Don Lee broadcasts locally from within these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these “outside” markets were tuned to Don Lee stations.

As for the inside half, Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. During the past year all the shows that switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within thirteen weeks!

Don’t saw the Pacific Coast in half! Buy Don Lee—the only network that covers it completely!
NETWORKS
OF THE
UNITED STATES

NATIONAL
REGIONAL
the Buckle on the CORN BELT

tying up the greatest listening audience . . .

the greatest buying audience in Iowa

One billion and a half dollars is a lot of bucks!
In the corn country that represents plenty of buying power for your products. Today . . . WMT reaches an audience where 96.9% of the families own radios. (The U. S. average is only 88.9%.) You can't afford to leave WMT off your regular schedule.
The past year has been of supreme importance to the Blue Network. During it we have materially strengthened the Blue through a series of personnel changes and departmental realignments so that we are now in a position to deliver better shows to the advertiser and the agency as well as to the public at large.

None of us can know, of course, what the next year will bring. But to the Blue Network it holds the promise of many things. We have laid the foundations for the first complete FM network. During the past year we queried our affiliated stations as to their plans for FM. Only one of the 111 stations replying to the questionnaire, declared no intention of applying for a license; all the others either have applied, are intending to apply, or, in the case of three Blue affiliates are already operating FM stations. We ourselves have applied for FM transmitters in New York, Chicago, Los Angeles, and San Francisco.

Own Buildings

During the next year, the Blue will also be planning its own buildings in Chicago, Los Angeles, San Francisco and New York. We are now reviewing potential projects for these studios which will contain the latest developments in studio design and engineering equipment, many of them unique, which will give the Blue facilities to improve broadcasting far beyond present levels.

As the past year has so ably demonstrated the radio broadcasting industry's service to the people and the government of the United States in the preservation of free speech and the free dissemination of information, so will the next year show once again the dedication of American radio to the service of the American people.

We at the Blue feel that great strides have been made during the past year. Greater strides will be made in the year to come.

Television Plans

The Blue's television plans are also beginning to take shape with a television department preparing to produce shows, perhaps already producing them by press time. We have filed applications for television transmitters also in New York, Chicago, Los Angeles and San Francisco. But naturally, as with the FM transmitters, any actual construction work depends upon the government releasing the materials for the job at some time not yet definite.

Plans for the active participation of the Blue in the field of television were announced early this year by the network, in conjunction with officials of General Electric Co., owners of WRGB, Schenectady, N. Y., and Allen B. DuMont Laboratories, Inc., owners of WABD, New York City.

Debut of the Blue in television took place late in February of this year and regular series scheduled over both the above television stations on a weekly basis. As a general policy, for the time being, Blue's television operations will concern experimentation with the televising of radio shows, rather than production of shows especially for television. Negotiations are in progress presently with Balaban & Katz to present suitable network programs by television from studios of WBKB in Chicago.
NETWORK FACILITIES
AS OF FEB. 15, 1945

* Future Changes

- WPDQ, Jacksonville, Fla., Replaces WJHP June 15, 1945
- WFTL, Miami, Fla., Replaces WKAT June 15, 1945
- WCOP, Boston, Mass., Replaces WHDH June 15, 1945
- KRNT, Des Moines, Iowa, Replaces KSO June 15, 1945
- WNAI, Yankton-Sioux City, Iowa, Replaces KSCJ June 15, 1945
- WLAW, Lawrence, Mass., Becomes Affiliated June 15, 1945
THE BLUE NETWORK
of The American Broadcasting Co., Inc.

R. C. A. Bldg., 30 Rockefeller Plaza
New York 20, N. Y.
(Telephone Number, Circle 7-5700)

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BOARD OF DIRECTORS

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Chester J. LaRoche, Vice-Chairman of the Board
Mark Woods
C. Nicholas Priaulx

Franklin S. Wood
Earl E. Anderson
Harold V. Hough
Roy E. Larsen

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Robert E. Kintner
Vice Pres., News & News Feature Dept.
C. Nicholas Priaulx...Vice Pres. and Treasurer
Hubbell Robinson...Vice President
Anthony M. Hennig...Assistant Treasurer

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Ivor Kenway...........Advertising Manager
Ted Oberfelder
Co-ordinator of Audience Promotion
Humboldt J. Greig
Manager Business Development Division
James Bennett........Merchandising Manager

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Alexander D. Nicol........Controller

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Frank Marx........Technical Advisor
Benjamin Adler........Facilities Engineer

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Geraldine B. Zorbaugh........Attorney
Clark Stover............Attorney

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Program Department

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Adrian Samish.........National Production Director
Stanley Joseloff
Nat'l Director Talent & Development
Charles C. Barry
National Director Program Operations

Melvin P. Wamboldt...Eastern Production Manager
Dorothy Ann Kemble...Director of Continuity Acceptance
Paul Whiteman........Director of Music
G. W. Johnstone...Director of News and Special Features
Harrison B. Summers...Director of Public Service
Grace M. Johnson
Director of Women's Programs
Harry Wismer.........Director of Sports Division
John Coburn Turner.........Script Editor
Paul Mowrey........Manager Television Division
Juliet Glen Manager Program Promotion Division
James W. Bixler........Night Program Manager
Raymond Diaz........Supervisor of Announcers
Maurice Brachhausen...Manager Sound Effects
Helen Guy...............Business Manager
Richard Bannier
Director of Library, Supervisor of Music Rights
Gertrude Hoffman
Manager of Continuity Clearance
Norah Donovan........Manager of Literary Rights

Publicity Department

Earl Mullin............Publicity Manager
Arthur B. Donegan...Assistant Publicity Manager
Ralph J. Gleason........Trade News Editor

General Sales

C. P. Jaeger.......Vice Pres., Gen. Sales Manager
M. B. Grabhorn........Asst. General Sales Manager
John Donohue.........Eastern Sales Manager

294
Stanley Florsheim, Manager Co-op Program Sales
Ralph Dennis ............ National Spot Sales Manager
John Brooke .............. Eastern Spot Sales Manager
Ludwig Simml ............ Sales Service Manager

International

Donald Withycomb .......... Manager
Lawrence Ruddle .......... Manager

Research Department

Edward F. Evans .......... Research Manager

Stations Department

Keith Kiggins ............ Vice President
John H. Norton, Jr. .... Station Relations Manager
Thomas J. Dolan .......... Traffic Manager

Treasurer's Department

Charles E. Rynd ........... Treasurer
Anthony M. Hennig .......... Assistant Treasurer
Henry T. Hede, Jr. ........ Purchasing Agent

WJZ Management

John H. McNeill .......... Manager of WJZ
Robert 1. Garver .......... Sales Manager
John J. Hade ............. Program Manager
Duncan Miller .......... Sales Promotion Manager
Joseph M. Seiferth, Jr. .... Audience Promotion Manager
Madeleine Cleary .......... WJZ Sales Service Manager
Howard St. John .......... Merchandising Manager
Don Rich ................. Publicity Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart, Chicago, Illinois
Telephone: Delaware 1900

E. R. Borroff .......... Vice President in Charge
G. I. Berry .......... Sales Manager
Kenneth Christiansen .......... Traffic Supervisor
L. E. Douglass .......... Program Business Manager
Walter L. Emerson .......... Legal Counsel
E. C. Horstman .......... Engineering Manager
E. J. Huber .......... Sales Promotion Manager
Eli Henry .......... Publicity Manager
F. E. Kasser .......... Supervisor of Announcers

Roy McLaughlin .......... Manager Station WENR,
Cornelius O'Dea .......... News Supervisor
R. S. Peterson .......... Auditor and Business Manager
Gene Rouse .......... Program Manager
Merritt R. Schoenfeld, Assistant General Manager
G. W. Vernon .......... Research Manager
M. S. Wetzel .......... Production Manager
Robert White .......... Public Service Supervisor

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard, Hollywood, California
Telephone: Hillside 8231

Don Searle .......... General Manager of Western Division
Clifford Anderson .......... Program Traffic
Dorothy L. Brown .......... Continuity Acceptance
R. G. Denchad .......... Engineering Manager
Paul Gates .......... Evening Program Manager
Russell Hudson .......... Sales Service Manager
Walter W. Lonner .......... Traffic Manager
Victor H. Perrin .......... Chief Announcer
Milton N. Samuel .......... Publicity Manager
Leo B. Tyson .......... Program Manager

Henry Orbach .......... News Manager
Ted MacMurray .......... Production Manager
Frank Samuels .......... Pacific Coast Sales Manager
Amos Baron .......... National Spot Sales Manager
Ernest Felix .......... Auditor
John J. O'Mara .......... Sales Promotion Manager
Francis Conrad .......... Station Relations Manager

Station KECA

Clyde Scott .......... General Manager
Rex Bettis .......... Station Engineer
John Edwards .......... Program Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets, San Francisco, Calif.
Telephone: Graysone 6545

T. B. Palmer .......... General Manager KGO
A. E. Evans .......... Engineering Manager
Eleanor Higby .......... Traffic Manager
Edith Kirby .......... Auditor
Robert Laws .......... Promotion and Publicity Manager

Francis La Tourette .......... News Manager
Byron Nelson .......... Sales Manager
Lorraine Jenevein .......... Continuity Editor
Robert Wesson .......... Program Manager

Stations Owned and/or Managed and/or Programmed by

THE BLUE NETWORK

of The American Broadcasting Co., Inc.

WJZ, New York .......... Owned, operated and represented by The Blue Network
WENR, Chicago .......... Owned, operated and represented by The Blue Network
Represented by The Blue Network
KGO, San Francisco .......... Owned, operated and represented by The Blue Network
Of Course--
An Extra Service
At No Extra Cost!

KMBC-OF KANSAS CITY
Free & Peters, Inc.
Since 1928—Basic CBS Affiliate for Missouri and Kansas
HOPE for a peaceful conclusion, in Europe, of our third war year has vanished. Yet no other conclusion that peace - with victory is possible, and each passing day brings us closer to that end.

Although fully conscious of its special obligations in war, the Columbia Broadcasting System has given serious consideration to postwar operations. Columbia intends to follow the same course in 1945, believing that today's efforts and decisions will do much to simplify, and therefore, hasten, tomorrow's peace-time development.

We have, in this past year, offered to the industry and to the FCC specific proposals concerning three major divisions of post-war broadcasting — television, international shortwave, and FM. It is our sincere conviction that the proposals we have set forth, in all three fields, represent sharp advances that must eventually be achieved if broadcasting is to continue development at a pace comparable to its past performance.

Tele Motives

In its recommendations for television, however, CBS has found itself in the curious position of having to defend a proposal for progress. We have asked for better television, as quickly as possible. We have pointed to the source of twice-as-good television, on wide bands in the high frequencies. We have matched words with actions—in applications for high-frequency stations, in orders for high-frequency transmitters, in negotiations for new type receivers, and in the expenditure of a larger television budget than is to be found on the books of any other non-manufacturing broadcaster.

Our motives in all this should be perfectly clear. Television pictures today are in our opinion simply not good enough to attract — and hold — the audience that is essential to a commercially successful medium. Prewar set sales were negligible, and war-time audience research tells us that the public now expects far better television than present standards can give them. Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will — and should — carry the cost of programs. But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.

Prospects for 1945

There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes. High-definition, 1000-line television has already been demonstrated in France. High-frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present day equipment. And we have repeatedly asserted that such sacrifice would be smaller today than tomorrow, and smaller tomorrow than the day after.

Conclusion

Ours, we believe, is an optimistic as well as a realistic stand. Television can become one of America's leading post-war industries, and we intend to do everything possible in the coming year to hasten its greatest potential development. For that reason, we shall continue to disagree with any policy or action which, in our opinion, threatens to stunt the growth of a new industry for the sake of immediate and, possibly temporary profit.
COLUMBIA BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF JAN 15, 1935
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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Isaac D. Levy
Leon Levy
Samuel Paley
William S. Paley

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William C. Gittinger,  Vice President in Charge of Sales
Paul M. Hollister,    Vice President in Charge of Advertising and Sales Promotion
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Samuel R. Dean,       Assistant Treasurer
James M. Seward,    Assistant Secretary
Arthur S. Padgett,    General Auditor

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L. C. Merrick, Assistant Comptroller
Sophie Hinze, Cashier

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Norman du Frane, Assistant General Auditor

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Director of Construction and Building Operations
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Assistant Director and Manager of Construction
Joseph E. Werden
Manager of Building Service Operations
James R. Stevens, Manager of Theatre Operations
Walter Weiler, Manager of Internal Security
Roland Young, Assistant Manager of Construction

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Director of Editing and Copyright
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Arthur Jersild
Consultant on Children's Programs
W. Clark Harrington
Assistant Manager of Copyright

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Director of General Engineering

J. W. Wright, Chief Radio Engineer
H. A. Chinn, Chief Audio Engineer

Engineering Research and Development Department
Peter C. Goldmark, Director

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Julius Brauner, General Attorney
Howard L. Hausman, Attorney

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Albert H. Bryant, Manager of Mail, File and Mimeograph Department

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William J. Fagan, Administrative Manager
Allyn Jay Marsh, Assistant Sales Manager
Charles E. Midgley, Jr., Sales Service Manager
Chicago Office Network Sales, 410 North Michigan Avenue

W. Donald Roberts, Western Manager
Detroit Office Network Sales, Fisher Building
Joseph R. Spadea, Detroit Representative

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Bennett W. Lowry, Employment Manager
Arthur L. Jansen, Job Analyst

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Network Operations
Horace Guillote . . . . Manager of Network Operations

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Henry Wefing . . . . Night News Editor
J. W. Gerber . . . . Supervisor of Shortwave Listening
William J. Slocum, Jr.
. . . . Director of Special Events

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R. S. Langham . . . . Co-ordinator of Broadcasts

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R. R. Ray . . . . Assistant to Director of Operations
Merritt Coleman . . . . Assistant to Director of Operations

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Leon Levine . . . . Assistant Director
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Elinor Inman . . . . Director of Religious Broadcasts

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Larry Fuck . . . . Supervisor of Popular Music Programs and Talent Scout
Marjorie Morrow . . . . Casting Director
Lucile Singleton . . . . In Charge of Vocalists Auditions and Record Library

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Charles Monroe . . . . Acting Script Editor
Elwood Hoffman . . . . Script Editor
Mortimer Frankel . . . . Script Editor

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Max Uhlig . . . . Assistant Manager

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Joan Lane . . . . Trade News Editor

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Howard Meighan . . . . Manager of Eastern Division

New York City

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Ole G. Morby . . . . Representative, San Francisco
Royal E. Penny . . . . Representative, Charlotte
Carter Ringlep . . . . Representative, St. Louis
Meredith Pratt . . . . Representative, Los Angeles

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Oscar Katz . . . . Assistant Director of Research
Edward Reeve . . . . Chief Statistician

Reference Department
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Stanford Mirkin . . . . Mgr. of Program Research
Agnes Law . . . . Librarian

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John Fox . . . . Manager of Production
Thomas D. Connolly . . . Manager of Station Promotion and Merchandising
Louis Hausman . . . . Manager of Presentation Division
Harry O'Brien . . . . Art Director
Dick Dorrance . . . . Director of Promotion Service for CBS Owned Stations

Shortwave Broadcasting and Latin American Affairs
(For Personnel, See Page 994)

Station Relations Department
H. V. Akerberg . . . . Vice President in Charge
Howard Lane . . . . Director of Station Relations

Los Angeles Office Station Relations

Columbia Square
Edwin Buckalew, Western Division Manager
Chicago Office Station Relations
410 N. Michigan Avenue
Ralph S. Hatcher, Central Division Manager
Washington Office Station Relations
Earle Building
Edward Yocum, Washington Manager

Television Department
Worthington Miner . . . . Manager of Television
Gilbert Seldes . . . . Director of Television Programs

Technical Operations Department
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R. C. Thompson . . . . Manager of Technical Operations, Eastern Division

Traffic Department
Hugh A. Cowham . . . . Commercial Engineer
in Charge of Traffic
A. H. Peterson . . . . Traffic Manager

WABC and WABC-FM, 485 MADISON AVE.
Arthur Hull Hayes . . . . General Manager
G. Richard Swift . . . . Program Director
John Field, Jr. . . . . Sales Manager
Henry Grossman . . . . Chief Engineer of WABC
Jules Dundes . . . . Sales Promotion Manager
J. E. Doyle . . . . Manager of Press Information
BOSTON, MASSACHUSETTS—WEEI
182 Tremont Street
Kingsley Horton. Assistant Manager-Director of Programs and Sales
Walter Stiles, Jr. Director of Engineering, Sound and Transcriptions
John J. Murray. Manager of Accounting, Personnel and Purchasing
Raymond G. Girardin. Production Manager and Assistant Program Director
Marie Houlanan. Director of Press Information
Guy C. Cunningham. Director of Sales Promotion
H. Roy Marks. Assistant Sales Manager

CHARLOTTE, NORTH CAROLINA—WBT
Wildier Building
A. D. Willard, Jr. General Manager
Royal E. Penny
Sales Manager and Radio Sales Representative
Charles H. Crutchfield. Program Director
William F. Carley. Director of Sales Promotion, Press Information and Merchandising M/S
John S. Knell. News Editor and Supervisor of Special Events
Edward J. DeGray
Supervisor of Accounting and Personnel
M. J. Miner. Chief Engineer

CHICAGO, ILLINOIS—WBBM and WBBM-FM
410 North Michigan Avenue
H. Leslie Atlass. Vice President in Charge of Central Division and General Manager of WBBM
G. L. Van Volkenburg
Assistant General Manager

Walter Preston
Acting Director of Program Department
Urban Johnson. Chief Sound Technician
J. J. Beloungy. Manager of Technical Operations, Central Division and Chief Engineer of WBBM
J. V. McLoughlin
Accountant, Office and Personnel Manager
James Crusinberry. News Editor
Jonathan W. Snow. Sales Promotion Manager
George T. Case. Assistant Program Director
Don E. Kelley. Director of Press Information

MINNEAPOLIS, ST. PAUL, MINN.—WCCO
625 Second Avenue, South
Austin E. Joscelyn. General Manager
Alvin Sheehan. Assistant General Manager
H. S. McCartney. Chief Engineer
Mary Doherty. Accountant
Sam H. Kaufman. Manager of Sales Promotion and Director of Press Information

PACIFIC COAST
LOS ANGELES OFFICE, KNX
Columbia Square
D. W. Thorburn. Vice President in Charge of Western Division and General Manager of KNX
Harry W. Witt. Assistant General Manager
Charles D. Ryder, Jr. Manager of Accounting, Personnel and Purchasing
Lester Bowman. Mgr. Technical Operations
Western Division and Chief Engineer of KNX

Clinton Jones. News Editor
Hal Hudson. Western Program Director
Lloyd Brownfield. Press Information Director
Ralph W. Taylor. Manager of Sales Promotion
Fox Case. Director of Special Features
J. Archie Morton. Sales Manager
Ben Paley. Production Manager
Charles E. Morin. Sales Mgr. for Pacific Network
George L. Moskovics
Eastern Sales Mgr., Pacific Network and KNX
George W. Allen
Pacific Coast Network Program Director

SAN FRANCISCO OFFICE
Palace Hotel
Wayne Steffner. Manager

ST. LOUIS, MISSOURI—KMOX
401 South Twelfth Blvd.
Frank Falkner. General Manager
Arthur Casey. Assistant Manager
Wendell B. Campbell 2nd. Assistant Station Manager and Director of Operations
Harry Harvey. Chief Engineer
Jerry Hoekstra. Manager of Special Features
Robert F. DeVoe. Supervisor of Accounting, Personnel and Office
William Zalken. Director of Press Information
David Mars
Director of Sales Promotion and Advertising
C. G. Renier. Director of Program Sales

WASHINGTON, D. C.—WTOP
Earle Building
Earl H. Gammons. Director of Washington Office
Carl Burkland. General Manager of WTOP
William D. Murdock. Assistant General Manager
Martin D. Wickett. Program Director
Clyde Hunt. Chief Engineer
Harry R. Crow. Supervisor of Accounting, Personnel and Purchasing
Robert S. Wood. Director of Special Features

Columbia Broadcasting System
WABC, New York, N. Y.
WBBM, Chicago, Illinois
WBT, Charlotte, North Carolina
WCCO, Minneapolis-St. Paul, Minn.
WTOP, Washington, D. C.
KMOX, St. Louis, Missouri
KNX, Los Angeles, California
WEEI, Boston, Massachusetts
THE war is being fought on all fronts across the seas. But it is sometimes being bought and sold on the broadcasting fronts for the wrong kind of profit far too much in a country which really has not fully experienced the tragedy and suffering of the present war.

We talk suavely about all the programs we put on the air to speed victory and to make our active and wounded service men happier, but I feel strongly that in many cases we are neither speeding victory nor making those fighting for us more happy about some of the things we assume here at home. Too often we are talking, singing, playing and dramatizing our way into the complacency our military leaders have been trying so hard to make us realize is a mortal danger.

This message is written in a time of great changes, yet I feel unhappily certain that by the time it reaches you our attitude will not have changed sufficiently. In talking about this speeding to victory while men are dying and undergoing hardships in a way only those who have seen combat can really know, we become entangled in a great deal of untimely activity and promotion of plans for the post-war world.

The broadcasting industry itself in a number of respects has been guilty of such premature planning. Actually, the approach of radio, in presentations of great peacetime production projects, talks of comforts for home after victory, is frequently discussed by those on the inside of the industry with a realization that peace is quite possibly nowhere nearly as close to achievement as others think. Nevertheless, much of the material which goes on the air certainly has a strong tendency to lull listeners into a false sense of security.

It’s been going on too long. A service man or woman on combat duty thinks of such things and often does what a Navy chaplain recently characterized as “a well-qualified layman offering a few appropriate remarks.” Maybe the fighter doesn’t even do that. Maybe he just screws up his face and says nothing with a feeling of bitterness.

The man in combat sometimes thinks of what we have been so casually describing as a post-war world when he has the moment of leisure which often doesn’t come for weeks at a time. Of course he wants a world such as he knew to come back to.

Some of them were thinking of the life they might remake for themselves as they sat in canteens and read the newly begun post-war features in the Army newspaper, “Stars and Stripes,” discussing from a fundamental standpoint, post-war civil aviation, housing, farming and education. But they well knew what tragedy was being created a few miles from them, and that “post-war” was a thing hard of achievement.

What’s the use of building and sustaining a broadcasting industry if we lose the war? It still is possible to lose, even if at best through an unfortunate peace compromise.

How, then, will we be able to give those men who were lucky enough to come back, the jobs in an industry stultified because we were at least partially defeated?

How much does it mean for a broadcaster to tell the public what he is contributing in the way of programs toward winning the war? The public may some time awake with an unpleasant start and at an unpleasant time and remember that it was misled.

We need to be sobered up a bit. We need to forget about the immediate personal gain and think more of really winning the war instead of talking about it. We’d better start thinking about the actual price of victory so that broadcasters can blow their triumphal horns when we really win it and he able to give jobs to the men who fight for a better life for us all.
MUTUAL BROADCASTING SYSTEM

NETWORK FACILITIES
AS OF MAR 7, 1945
Mutual Broadcasting System

Executives and Staff
1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

Officers of the Corporation

Alfred J. McCosker
   New York, Chairman of the Board
Edgar Kobak
   New York, President and General Manager
Theodore C. Streibert
   New York, Executive Vice-President
Lewis A. Weiss
   Hollywood, Executive Vice-President
J. E. Campeau
   Detroit, Vice-President
Robert D. Swezey
   New York, Vice-President and Assistant General Mgr.
Phillips Carlin
   New York, Vice-President in charge of Programs
Z. C. Barnes
   Vice-President in charge of Sales
Carl Haverlin
   Vice-President in charge of Station Relations
E. M. Antrim
   Chicago, Secretary
J. E. Wallen
   New York, Treasurer

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Willet H. Brown ........ Don Lee, Hollywood
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Chesser Campbell ............. WGN, Chicago
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   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 .................. WHK, Cleveland
John Shepard III ........ Yankee Network, Boston
Theodore C. Streibert ....... WOR, New York
Lewis Allen Weiss ........ Don Lee, Hollywood

Departments and Divisions

EXECUTIVE OFFICERS

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   President and General Manager
Robert D. Swezey
   Vice President and Assistant General Manager

Legal Staff

Louis G. Caldwell ............ Washington, D. C.
Andrew C. Hamilton .......... Chicago
Emanuel Dannett ............... New York
Program Department
Phillips Carlin ...............Vice-President in Charge of Programs
Adolph Opfinger ...............Program Director
Harold Wagner ...............Assistant Program Director
Bob Novak ...............Commercial Program Manager
Edwin T. Otis ...............Commercial Program Supervisor
John Newhouse ...............Night Program Manager
Floyd Mack ...............Night Program Supervisor
Tom Slater ...............Director of Special Features and Sports
John Whitmore ...............Manager of News Division
Edward Pettitt ...............Broadcast News Editor
John Thornton ...............Bureau Chief, Pacific Area Headquarters

Publicity Department
Jim O'Bryon ...............Publicity Director

Sales Department
Z. C. Barnes
Vice-President in Charge of Sales
Robert Somerville .......Assistant to Z. C. Barnes
D. R. Buckham ...............Eastern Sales Manager
Torrence Danley ...............Manager of Sales Service

Sales Promotion and Research
Robert A. Schmid ...............Director of Sales Promotion and Research
Peter Zanphir ...............Assistant Director of Sales Promotion & Research
Harold Coulter ...............Manager of Audience Promotion
Richard Puff ...............Manager of Research

Station Relations
Carl Haverlin ...............Vice-President in Charge of Station Relations
Charles Godwin ...............Assistant to Carl Haverlin
Leslie L. Learned ...............Manager of Engineering Traffic
James Mahoney ...............Manager of Western Division, Station Relations
Jerome Sill ...............Manager of Eastern Division, Station Relations
Lewis Tower ...............Station Traffic Supervisor
Dorothy Driscoll ...............Manager of Station Traffic
Paul Hancock ...............Statistician

Theater Management
Harry Miller ...............Director of Theatre Operations

Chicago Staff
441 North Michigan Ave., Chicago,
Phone—Whitehall 5060
Adolph N. Hult ...............Western Sales Manager
Carroll Marts ...............Midwestern Sales Service Manager
Gilbert McClelland ...............Sales Promotion Manager
Myrtle Goulet ...............Station Traffic Supervisor

Washington Staff
1627 K Street, N.W., Washington, D. C. (6)
Phone—Metropolitan 0012
Charter Heslep ...............Washington Representative in Charge of Operations

MBS Foreign Correspondents
Milton Bracker ...............Rome
David Brown ...............Rome
Bob Brumby ...............China
Sidney Fine ...............Russia
Edmund Franke ...............(Engineer) Pacific
Royal Arch Gunnison ...............Philippines
Ted Hoskins ...............Cairo and Athens
Seymour Korman ...............France
Arnold Roston ...............Art Director
James Tyler ...............Advertising Director

Arthur Mann ...............France, Belgium, and London
Jack Mahon ...............Pacific
Leslie Nichols ...............Pacific
Arthur Primm ...............Honolulu
Norman Paige ...............Honolulu
John Steele ...............London
John Thompson ...............France
Arthur Veysey ...............Sydney
Alfred Wagg ...............India
Advertising COVERAGE Should Parallel DISTRIBUTION

Straight-thinking advertising men know, to get the most from every advertising dollar, COVERAGE must parallel DISTRIBUTION.

Rand McNally divides the United States into 366 Wholesale Trading Areas. In each area is one central city, whose wholesalers distribute consumer goods not only within that metropolitan zone, but also to the intermediate cities and rural areas surrounding them.

For example, Cincinnati is the wholesale "funnel" for 25 counties in Ohio, Indiana and Kentucky. 63.6% of its consumers live outside the central city zone, in 19 intermediate cities of 2500 population or more, and in the rural environs. These people buy 52.6% of Cincinnati’s total food sales, 45.8% of Cincinnati’s total drug sales, 46.3% of Cincinnati’s total sales of all goods at retail.

Unless your advertising covers the intermediate cities and rural territories whose source of wholesale supply is Cincinnati, as thoroughly as it covers Cincinnati’s city zone, you may be failing to give adequate sales impetus to as much as half of the goods you ship into Cincinnati warehouses.

According to the 1944 Hooper continuing measurement studies, WLW delivers 50.3% of the nighttime audience in metropolitan Cincinnati—plus 55.8% of the audience in 19 intermediate cities, and 59.4% of the rural audience in the entire Trading Area.

There are 37 of these recognized Trading Areas in the four-state Merchandise-able Area of WLW-Land, and they represent a consumer goods market of $3,300,105,000 annually.*

Parallel thorough DISTRIBUTION with thorough Advertising COVERAGE in this 3 billion dollar market, with one station, at one cost—probably the most efficient advertising buy in America.

*The Market Data Book.
THE broadcasting industry rendered a more significant service to the American public during 1944 than in any previous year in its history. For this was the third and most momentous year of the war and also the year of a presidential election. Day by day radio brought news from the fighting fronts and covered the political campaigns—with promptness, accuracy and thoroughness. It informed and inspired those at home to fulfill their responsibilities in the cause of victory.

Reportorial Staff

World-wide news coverage was maintained by NBC’s staff of fifty-seven reporters and commentators stationed in all parts of the world. At 12:41 A.M. on June 6th, when the first invasion flash was received, the NBC news staff had been ready for months to cover the momentous happenings of that day. NBC reporters accompanied the invasion forces to Normandy by sea and air, landed on the beaches and stayed with the troops as they moved through Normandy and Brittany across France and into Germany. NBC was similarly represented in the first B-29 raid over Japan and in the Philippine landings.

During the year, roughly 1200 hours on 2700 network programs were devoted solely to the war effort. The famous Army Hour, now in its third year, brought to millions of American homes every Sunday afternoon the Army’s own first-hand reports of its activities of every front. NBC programs, both commercial and non-commercial, provided valuable support for the Fourth, Fifth and Sixth War Loan Drives, for the Red Cross and for a multitude of other home-front activities.

Headed by Maestro Arturo Toscanini, the NBC Symphony Orchestra—the world’s first full-size, full-time symphony orchestra created especially for broadcasting—launched its eighth consecutive year over the NBC network.

The war-time need of the nation for spiritual comfort was reflected during 1944 in an increase in the scope and variety of NBC religious programs. Of deep significance was the first broadcast of a Jewish religious service from Nazi Germany, which was presented by NBC shortly after the fall of Aachen in late October.

At the year-end, the NBC network comprised a total of 149 stations, compared with 142 at the end of 1943. Six stations are owned by NBC; the remaining 143 are independently, owned and are associated with NBC in a contractual relationship.

Program Service

The National Broadcasting Company, the senior of America’s four national network organizations, maintained its position of leadership in program service.

During the evening hours of two momentous days of 1944—D-Day, June 6th, and Election Day, November 7th—the total radio listening audience was more than 50 per cent above normal. Impartial surveys revealed that a far greater audience was tuned to NBC stations than to those of any other network.

The growing importance of television as a great post-war art and industry was reflected in the increase and diversity of television programs put on the air by NBC’s pioneer New York station, WNBT.

Tele For Hospitals

Fifty-five television receivers have been installed in nine Army and Navy Hospitals in New York City and vicinity. Television programs of all types, particularly boxing bouts, are greatly enjoyed by the patients. The average audience per hospital television receiver is 35. On Election night, when visual reports and tabulations of the election returns were broadcast by television, a checkup of television sets in use showed that an average of eight persons gathered in front of each home receiver.

During 1944 approximately 425,000 visitors took the guided tour of the NBC New York studios. The total number of visitors during the eleven years since the NBC tours were inaugurated passed the five-million mark in October.
NETWORK FACILITIES
AS OF JAN. 1, 1945
NETWORK FACILITIES
AS OF JAN 1, 1945
30 Rockefeller Plaza 20, New York City
(Telephone number, Circle 7-8300)

Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, James Rowland
Braun, Arthur E.
Cutler, Bertram
Dunn, Gano
Folsom, Frank M.
Harbord, James G.

Harden, Edward W.
McGrady, Edward F.
Millhauser, DeWitt
Mullen, Frank E.
Nally, Edward J.
Sarnoff, David

Trammell, Niles

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Compton, Karl
Damrosch, Walter

Davis, John W.
Farrell, Francis D.
Green, William
Harbord, James G.
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Sarnoff, David

Officers

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Vice-President & General Manager
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Hedges, William S. ....... Vice-President
Kopf, Harry C. .......... Vice-President
Menser, Clarence E. ....... Vice-President

Royal, John F. .......... Vice-President
Russell, Frank M. ....... Vice-President
Strotz, Sidney N. ....... Vice-President
Witmer, Roy C. .......... Vice-President
MacDonald, John H.,
Vice-President in charge of finance
Teichner, R. J. .......... Treasurer
MacConnach, Lewis ....... Secretary
Pfautz, C. E. .......... Assistant Secretary
DEPARTMENTS AND DIVISIONS

Executive Offices
Trammell, Niles .......................... President
Mullen, Frank E., Vice-President & General Manager
Almonte, J. deJara ............. Assistant to President
MacDonald, John H., Vice-President in Charge of Finance
Morgan, Clayland T.... Assistant to President
Heath, Horton H. .................. Assistant to Vice-President & General Manager

Advertising & Promotion Department
Hammond, Charles P. .................. Director
Rumple, Barry T. .......... Manager, Research Division
Gaines, James M. .......... Assistant Director
Forrest, Arthur L. .......................... Manager, Public Service Promotion
Cusack, Parmelee .................. Art Director
Nelson, James H. .......................... Manager, Network Sales Promotion
Samuels, Hartley L. .......................... Manager, Program Promotion
Vaill, Charles B. H........ Manager, WEAF Promotion

Continuity Acceptance Department
Mason, Joseph .................. Manager

Controller's Department
McKeon, Harry F. .................. Controller
Kelly, Harold M. .................. Assistant Controller
McGeachie, Hugh R. .................. Assistant Controller

Engineering Department
Hcnson, O. B., Vice-President & Chief Engineer
Clarke, William A. .......... Manager, Technical Service
Guy, R. F........ Radio Facilities Engineer
McElrath, George .......... Operations Engineer
Rackey, C. A. .................. Audio & Video Facilities Engineer
Shelby, R. E........ Development Engineer
Wankel, F. A. ........ Eastern Division Engineer

Finance Department
Myers, J. Robert .................. Budget Officer

General Service Department
Lowell, Edward M. .......... Director
Monohan, George .................. Manager of Protection Division

Guest Relations Department
Mack, Lathrop ........ Assistant Manager
Walker, Albert ............. Assistant Manager
Wahlstrom, John ........ Executive Asst. Mgr.
Ervin, William ........ Asst. Manager
Skutch, Ira ........ Asst. Manager

Information Department
Barnard, Anita .......................... Manager of Correspondence Division

International Shortwave Department
Bate, Fred .................. Manager

Television Department
Royal, John F. ........ Vice-President in Charge
Williams, John T. ........ Business Manager
Kelly, N. Ray ........ Manager of Production Facilities

Legal Department
Ashby, A. L. .......................... Vice-President & General Counsel
King, John P. ........ Attorney
Ladner, Henry ........ Asst. Gen. Counsel
McCrossin, Edward J........ Attorney-Chicago
Olliphant, S. R. ........ Attorney
Tatum, Donn B. ........ Attorney-Hollywood
Hurt, Willson L. ........ Attorney-Denver
Wright, Gordon, Zachry, Parlin & Cahill
New York & Washington Counsel

National Spot Sales Dept.
McConnell, James V. .................. Manager
Roux, William ........ Assistant Manager
Tilenius, William O. ........ Assistant Manager

Network Sales Department
Witmer, Roy C. ........ Vice-President in Charge
Frey, George H. ........ Sales Service Manager
Greene, F. Melville .... Sales Traffic Manager
Hitz, Edward R. .......................... Asst. to Vice-President in Charge
Showerman, I. E. ........ Eastern Sales Manager

News & Special Events Dept.
Brooks, William .... Director
Meyers, Joseph .......................... Manager in Charge of Special Events
Schneider, Adolph .......................... Acting Manager of Operations

Personnel Department
de la Ossa, Ernest ........ Personnel Director
Press Department
Eiges, Sydney H....................Manager
Knodle, Tom.....................Assistant Manager

Program Department
Menser, Clarence L........Vice-President in Charge
Robb, Arch.................Night Program Manager
Belviso, Thomas H........Manager, Music Library
Black, Frank............General Music Director
Brainard, Bertha...........Assistant to Vice-President, Manager Program Sales
Murphy, Winifred........Supervisor of Booking Office
Provost, de Lancey........Assistant to Manager, WEAF
Sniffin, Evelyn............Supervisor of Business Office
Chotzinoff, Samuel........Manager of Music Division
Damrosch, Walter...........Music Counsellor
Kelly, Patrick J.............Supervisor of Announcers
Knopfke, Frederick G....Sound Effects Manager
McGray, Thomas............Eastern Program Manager
Stern, William..............Director of Sports
McDonagh, Richard........Manager of Script
Wright, Wynn..............National Production Manager

Public Service Department
Angell, James Rowland....Public Service Counselor
Herrick, Dwight...........Manager
Chase, Gilbert............Specialist,
Latin American Music and Literature
Cuthbert, Margaret........Director of Women’s & Children’s Programs
Jordan, Max..............Director of Religious Broadcasts
Wagner, Jane..............Director, Home Economics
Corwith, Doris............Assistant to Manager

Radio Recording Department
Egner, C. Lloyd.............Vice-President in Charge
Cloutier, Norman...........Manager of Thesaurus Programs
Davison, Walter B............Assistant Sales Manager-Agencies
Hamilton, Morris..........Program Manager
Friedheim, Robert W......Eastern Sales Manager
Hayes, Henry...............Asst. to V.-P., Office Manager
Parsons, Willis B............Asst. Sales Manager
and Sales Promotion Manager

Stations Departments
Hedges, William S. V.-P. in Charge of Stations
Woolley, Easton C........Asst. to Vice-President
Hickox, Sheldon B., Jr..Mgr. of Station Relations
Woodman, Harry A........Mgr. Traffic Dept.
Merryman, Philip L., Facilities Development & Research

Central Division—Chicago
Merchandise Mart
Postal District, Chicago 54.
Phone: Supervisor 8300
Kopf, H. C.............Vice-President & Manager
Carlson, Emmons C........Sales Promotion & Adv. Manager
Chizzini, Frank........Manager of Radio Recording
Drips, William
Agricultural Public Relations Representative
Livezy, Henry D........Manager of Guest Relations
Danielson, Eric...........Program Traffic Supervisor
Guilbert, Robert M........Continuity Acceptance Mgr.
Herbeiexaux, Jules.........Program Manager
Kaney, A. W.............Manager Stations Relations
Kendall, Robert
Program and Talent Sales Mgr.
Luttgens, Howard C.......Division Engineer
McCluer, Paul............Network Sales Manager
McCrossin, Edward J........Attorney
Morton, Oliver
National Spot & Local Sales Mgr.
Ryan, Jack..............Manager of Press Relations
Waller, Judith C...........Director, Public Service
Murphy, William J........Script Manager
Whalley, John F...........Auditor and Office Mgr.

Western Division—Hollywood
Sunset Blvd. & Vine St.
Postal District 28
Phone: Hollywood 6161
Strotz, Sidney N........Vice-President in Charge
Berend, Frank............Sales Manager
Bock, Harold.............Manager, Press Dept.
Dellett, F. V..............Auditor
Ford, Frank
Sales Promotion & Adv. Manager
Frost, Lewis
Asst. to Vice-Pres. & Program Mgr.
Gale, Paul..............Traffic Manager
Tatum, Donn B............Attorney
Pierce, Jennings
Dir. of Public Service & Station Relations
Robb, Alex
Program, Talent Sales & Package Sales Manager
Norman, Donald.....Manager, National Spot Sales
Hale, Evelyn............Guest Relations Manager
Turner, Oscar............Radio Recording Manager
Wiley, Howard............Production Manager
Donald Hourath.Continuity Acceptance Manager

314
San Francisco
Elwood, John ........................... Manager, KPO

Washington, D. C.
Trans-Lux Bldg.
Phone: Republic 4000
Russell, Frank M. ........ Vice-President in Charge
Goldustroth, R. G. ........................... Auditor
Cooper, Donald H. ....... Acting Engineer in Charge
Glasscock, Mahlon .......... Sales Manager
McAndrews, Wm. R. .... Dir. News & Special Events
Wheeler, George .......... Assistant Manager
Shawn, Fred ............... Program Manager
Smith, Carleton D. ....... Manager

Commentators, Correspondents and Newscasters

ADMINISTRATIVE STAFF
William F. Brooks
Director of News and Special Events
Francis C. McCall
Manager of Pacific Operations
Adolph Schneider
News Editor; Acting Manager of Operations
Joseph Meyers
Assistant Manager for Special Events
Ann Gillis .................... Assistant to the Director
William McAndrew
Washington Newsroom Manager
Edward Wallace ....... Cleveland Newsroom Manager
William B. Ray ............. Chicago Newsroom Manager
Carl Mehl ................... Denver Newsroom Manager
Joseph Alvin .............. Western Division News Manager
Charles Cooney
San Francisco Newsroom Manager
Stanley P. Richardson .......... London Manager


WASHINGTON—Richard Harkness, Morgan Beatty, Leif Eid, Henry C. Cassidy, Kenneth

Operated Stations
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
dENVER, COLO.
MacPherson, James R., Manager, Station KOA
WASHINGTON, D. C.
Smith, Carleton D., Manager, Station WRC
SAN FRANCISCO, CALIF.
Elwood, John W., Manager, Station KPO

Treasurer’s Department
Teichner, R. J. .................... Treasurer
Bloxham, William D. ........ Purchasing Agent
Terwilliger, C. G. .......... Mgr. Credit & Collections
Williams, William A. ........ Assistant Treasurer

Banghart, Don Fisher, Raine Bennett, Robert McCormick.

CLEVELAND—Edward Wallace.

CHICAGO—Alex Dreei and Clifton Utley.

SAN FRANCISCO—Elmer Peterson and Larry Smith.

HOLLYWOOD—Sam Hayes, Art Baker and Fleetwood Lawton.

LONDON & WESTERN FRONT—Edwin Haaker, John MacVane (3rd Army), Merrill Mueller (Eisenhower Hq.), David Anderson (British 21st Army), James Cassidy (1st Army), Chester Morrison (London), Wright Bryan (Captured—in Germany), and Ruth Cowan.

SOUTH PACIFIC—George Folster and Owen Flaherty.

CENTRAL PACIFIC—John Cooper, James Wahl and Wilson K. Foster.

MOSCOW—Robert Magidoff, Eddie Gilmore and Daniel DeLuce.

CHUNGKING—Spencer Moosa.

BUENOS AIRES—Stanley Ross.

ROME—Grant Parr.

STOCKHOLM—Bjorn Bjornson.

BERNE—Paul Archinard.

CAIRO—Guthrie Janssen.

Stations Owned and Operated by the

National Broadcasting Company

WEAF New York ........................... Owned and operated by NBC
WMAQ Chicago ........................... Owned and operated by NBC
WRC Washington ........................ Owned and operated by NBC
WTAM Cleveland ........................ Owned and operated by NBC
KPO San Francisco ........................ Owned and operated by NBC
KOA Denver .............................. Owned and operated by NBC
SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 210 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week filling 4 hours per day, seven days each week, to a total of 28 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets intensively, in a single transaction, by means of electrical transcription. The system offers its facilities in network time periods from one hour down to five minutes and also makes available announcement periods down to twenty-five word length.
FCC figures show that about one-third of the nation—in small town and rich rural “Beyond-Metropolitan” areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—“national” in theory but not in fact. Then came KBS.
National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

*Detailed survey on request.
"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.
THIS IS "BEYOND-METROPOLITAN" AMERICA

208 STATIONS COAST TO COAST!

STREAMLINED!

• ONE OPERATION INSTEAD OF 208
• ONE TIME ORDER
• ONE SCHEDULE
• ONE SOURCE FOR AFFIDAVITS
• ONE MECHANICS OPERATION
• ONE TIME CLEARANCE
• ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK
Arizona Broadcasting Co.  
(ABC Network)  
711 Heard Bldg., Phoenix, Ariz.  
Phone 4-4181  
PERSONNEL  
President .................... R. B. Williams  
Manager ...................... Dick Lewis  
Commercial Manager ........... Dick Heath  
Promotion Manager ............. L. D. Bradbury  
STATIONS  
KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott.  
BRANCH OFFICE  
48 East Broadway, Tucson, Ariz.  
Phone 3763  
Executive In Charge .......... R. B. Williams  
NATIONAL REPRESENTATIVE  
Paul H. Raymer 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 ................ Carleton Morris  
STATIONS  
KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas.  
NATIONAL REPRESENTATIVE  
John Blair & Company

Arrowhead Network  
WEBC Bldg., Duluth, Minn.  
PERSONNEL  
General Manager ............. W. C. Bridges  
Director of Operations ...... H. E. Westmoreland  
Promotion Manager .......... H. H. Sonnenburg  
WMGF Manager .............. Harry Hyett  
WHLB Manager .............. Greg Rouleau  
STATIONS  
WEBC, Duluth, Minn.; WMFG, Hibbing; Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire; WJMC, Rice Lake.  
REPRESENTATIVE  
George P. Hollingbery Co.

Connecticut State Network  
270 Atlantic St., Stamford, Conn.  
Phone: Stamford 3-0747  
PERSONNEL  
President ...................... Harold H. Meyer  
Director ..................... Glover DeLaney  
Director ..................... Ivo Newman  
Director ..................... Richard Davis  
Director ..................... Sam Elman  
Director ..................... Levon Thomas  
STATIONS  
WNAB, Bridgeport; WATR, Waterbury; WSR, Stamford; WNLC, New London; WELI, New Haven; WHT, Hartford.  
REPRESENTATIVES  
Helen Wood, New York  
Bertha Bannan (Boston)

Daniel Boone Regional Network  
410 State St., Bristol, Tenn.-Va.  
Phone: Dial WOPI  
PERSONNEL  
President & Gen. Mgr., WOPI ... W. A. Wilson  
WKPT General Manager ...... Jess Swicegood  
STATIONS  
WOPI, Bristol, Tenn.-Va.; WISE, Asheville, N. C.; WKPT, Kingsport, Tenn.  
REPRESENTATIVES  
Burn-Smith Co. (New York and Chicago)  
Harry E. Cummings (Jacksonville, Fla.)

Don Lee Broadcasting System  
5515 Melrose Ave., Hollywood 38, Calif.  
Phone: Hollywood 8111  
San Francisco office: 1000 Van Ness Ave.  
PERSONNEL  
President ...................... Thomas S. Lee  
V-P & General Manager ....... Lewis Allen Weiss
V.P. & Assistant General Manager

Willet Brown

General Sales Manager........Sydney Gaynor
Assistant Gen. Sales Mgr., Henry Gerstenkorn
Exec. Asst. in Production........Pat Campbell
Publicity Director...............Fair Taylor
News Editor....................Les Mawhinney

STATIONS

Southern California: KJH, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo; KHJFM, Hollywood; W6XOA (Television station), Hollywood.

Northern California: KFRC, San Francisco; KMYC, Marysville; KHSI, Chico; KVCV, Redding; KIOM, Merced; KDON, Monterey; KIEM, Eureka; KFRE, Fresno.

Northwest (Oregon): KNRN, Roseburg; KALE, Portland; KFII, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KSLM, Salem.

Northwest (Washington): KMO, Tacoma; KIT, Yakima.

KKRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KKCO, Everett; KWLU, Longview; KFIO, Spokane; KMO, Tacoma; KUJ, Walla Walla; KIT, Yakima.

Idaho: KRLC, Lewiston; KWAL, Wallace.

Supplementary: KGMB, Honolulu, Hawaii; KHBC, Hilo, Hawaii; CKWX, Vancouver, B. C.

NATIONAL REPRESENTATIVE

John Blair & Co.

* * *

Georgia Broadcasting System

(Selling group; not available as a network)

P. O. Box 270, Columbus, Ga.

Phone: Columbus 2-0601

PERSONNEL

Executive Manager..........J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

NATIONAL REPRESENTATIVE

Spot Sales, Inc.

* * *

Georgia Major Market Trio

(Address any station or The Katz Agency)

PERSONNEL

Associate Manager (WGST)........Frank Gaither

General Manager (WTOC).........W. T. Knight

General Manager (WMAZ).........Wilton E. Cobb

STATIONS

WGST, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE

The Katz Agency

* * *

Intermountain Network

Hotel Ben Lomond, Ogden, Utah

Phone: 5721

PERSONNEL

General Manager...............George C. Hatch

Sales & Gen. Manager........Lynn L. Meyer

Production Manager...........Kenyon Bennett

Chief Engineer................D’Orr Cozzens

STATIONS

KLO, Salt Lake City, Ogden; KVNU, Logan,
Utah; KOVO, Provo; KEUB, Price; KVRS, Rock

BRANCH OFFICES

248 S. Main St., Salt Lake City, Utah

Phone: 4-1843

Gen. Sales Manager...........Lynn L. Meyer

REPRESENTATIVE

Joseph Hershey McGillvra, Inc.

* * *

Kansas State Network

c/o Don Davis, Scarritt Bldg., Kansas City, Mo.

Phone: Harrison 1161

PERSONNEL

Sales Manager.............Don Davis

Program Co-Ordinator......John Wahlstedt

EXECUTIVE COMMITTEE

Robert Lindsey (KFBI); Bob Laubengayer (KSAL); J. Nelson Rupard (KTSW); Clem Morgan (KVGB); John Schilling (WHB).

STATIONS

WHB, Kansas City (Mo.); KFBI, Wichita; KSAL, Salina; KTSW, Emporia; KVGB, Great Bend.

* * *

The Lone Star Chain

806 Tower Petroleum Bldg., Dallas (1)

Riverside 5863

PERSONNEL

Chairman of Operating Committee, O. L. Taylor

Managing Director..............Clyde B. Melville

STATIONS

KGKO, Fort Worth-Dallas; KXYZ, Houston;

KRIS, Corpus Christi; KTSA, San Antonio;

KRGV, Weslaco; KGNC, Amarillo; KFYO, Lub-
bock.

NATIONAL REPRESENTATIVES

Taylor-Howe-Snowden Radio Sales

* * *

Maryland All-Home Network

10 East North Ave., Baltimore 2, Md.

Phone: Mulberry 1300

PERSONNEL

Director of National Sales

Andrew H. Hilgartner

Director of Local Sales........William S. Pirie

STATIONS

WFBR, Baltimore, Md.; WBOC, Salisbury,
Md.; WJEI, Hagerstown, Md.

NATIONAL REPRESENTATIVES

John Blair & Co.

* * *

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

Phone 5252
PERSONNEL
General Manager...........Clair R. McCollough
Sales Manager.............J. Robert Gulick
Technical Director.........J. E. Mathiot

STATIONS
WDEL, Wilmington, Del.: WORK, York, Pa.;
WKBO, Harrisburg, Pa.; WQAL, Lancaster, Pa.;
WAZL, Hazelton, Pa.: WEST, Easton, Pa.
NATIONAL REPRESENTATIVE
Paul H. Raymer Co.
Radio Advertising Co.

* Michigan Radio Network
Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL
President...................George W. Trendle
Gen. & Comm. Mgr.............H. Allen Campbell
Adv. & Sales Prom. Mgr...Lambert B. Beeuwkes

STATIONS
WXYZ, Detroit (Key Station); WBCM, Bay City; WDFD, Flint; WJIM, Lansing; WBIM, Jackson;
WELL, Battle Creek; WLAG, Grand Rapids;
WSOO, Saule Ste. Marie; WDBC, Escanaba;
WMDI, Marquette; WHDF, Calumet;
WJIM, Lansing; WKBZ, Muskegon.

REPRESENTATIVE
Paul H. Raymer Co.

* McClatchy Beeline
708 Eye St., Sacramento 4, Cal.
Phone: Sacramento 25011

PERSONNEL
President...................Eleanor McClatchy
National Sales Mgr.........Robert A. Street

STATIONS
KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.;
KFBK, Sacramento, Cal.; KWG, Stockton, Cal.;
KOH, Reno. Nev.

REPRESENTATIVE
Paul H. Raymer Company

* Mississippi Broadcasters Association
Hewes-Martin Building, Gulfport, Miss.
Phone,

PERSONNEL
President...........Hugh O. Jones, WGCM, Gulfport
Vice-President.........Hugh M. Smith, WAML, Laurel
Secretary-Treasurer
Emmet H. McMurry, WIPR, Greenville

DIRECTORS
P. K. Ewing, Jr., WMIS, Natchez, Miss.; W. P.
Harris, WJOX, Jackson, Miss.; Bob McRaney,
WCBL, Columbus, O.; L. M. Sepaugh, WSSL,
Jackson, Miss.; C. J. Wright, WFOR, Hatties-
burg, Miss.

* New England Regional Network
26 Grove St., Hartford, Conn.
Phone: Hartford 2-3181

PERSONNEL
Chairman..................Paul M. Morency

STATIONS
WBZ, Boston, Mass.; WCSH, Portland, Me.;
WJAR, Providence, R. I.; WLBZ, Bangor, Me.;
WTIC, Hartford, Conn.; WFEA, Manchester.
N. H.; WRDO, Augusta, Me.

REPRESENTATIVE
Weed & Company

* North Central Broadcasting System, Inc.
E-622 First National Bank Bldg., St. Paul, Minn.
Phone: Cedar 8579

PERSONNEL
President...................John W. Boler
Vice-President & Gen. Mgr...Donna Clayton
Secretary....................E. Iverson

STATIONS
KVFD, Fort Dodge, Ia.; WJMS, Ironwood,
Mich.; KATE, Albert Lea. Minn.; KVOX, Fargo-
Moorhead, Minn.; KGDE, Fergus Falls, Minn.;
WMFG, Hibbing, Minn.; WLOL, Minneapolis-
St. Paul, Minn.; WHLE, Virginia, Minn.; KWLM,
Willmar, Minn.; KWNO, Winona, Minn.;
KSCU, Bismarck-Mandan, N. D.; KDLR, Devils
Lake, N. D.; KSBF, Jamestown, N. D.; KLFM,
Minot, N. D.; KABB, Aberdeen, S. D.; WATW,
Ashland, Wisc.; WEAU, Eau Claire, Wisc.;
WDSM, Superior, Wisc.; WHDF, Calumet,
Mich.; WDBC, Escanaba, Mich.; WDMJ, Mar-
quette, Mich.; KOVC, Valley City, N. D.;
KELD, Sioux Falls, S. D.; KSOD, Sioux Falls,
S. D.; KOBH, Rapid City, S. D.; KTRL, Sioux
City, Iowa; KFJB, Marshalltown, Iowa; KRDJ,
Clinton, Iowa; KDTH, Dubuque, Iowa; KICD,
Spencer, Iowa.

BRANCH OFFICE
360 N. Michigan Ave., Chicago, III.
8 East 41st St., New York, N. Y.

* Northern Broadcasting & Publishing, Ltd.
Thomson Bldg., Timmins, Ont., Canada
Phone: 500

PERSONNEL
President....................R. H. Thomson
Secretary-Treasurer..................S. F. Chapman
Manager (CKGB)....................H. Freeman
Manager (CJL).......................C. Chambers
Manager (CFCH).....................Cliff Pickrem
Manager (CHEX).....................H. Cooke
Manager (CKWS).....................J. Davidson

STATIONS
CKGB, Timmins, Ont.; CJL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; associated with CKWS, Kingston, Ont.; and CHEX, Peterborough, Ont.

BRANCH OFFICES
Bank of Commerce Bldg., Toronto, Ontario
Manager .........................R. Leslie
1010 University Tower, Montreal, Quebec
Manager .........................Roy Holf

Northwest Network
c/o KSTP, Hotel Saint Paul, St. Paul, Minn.
Phone, Cedar 5511
Sales Office: c/o KSTP, Radio City, Minneapolis 2, Minn.
Phone: Bridgeport 3222

PERSONNEL
General Manager..................Stanley E. Hubbard
Treasurer..........................Kenneth M. Hance
Sales Manager....................Ray C. Jenkins

STATIONS
KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBE, Duluth, Minn.; KSYM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc.

NATIONAL REPRESENTATIVE
Edward Petry & Co.

The Oklahoma Network
APCO Tower, Oklahoma City, Okla.

PERSONNEL
Managing Director...............Robert D. Enoch

STATIONS
KTKO, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore.

NATIONAL REPRESENTATIVE
Taylor-Howe-Snowden Radio Sales

NATIONAL REPRESENTATIVE
Free & Peters, Inc.

Pacific Broadcasting Co.
914 Broadway, Tacoma 1, Wash.
Phone: Main 4144

PERSONNEL
General Manager...............Carl E. Haymond
Traffic Manager...............John E. Clarke
Auditor.........................Paul F. Benton

STATIONS
Oregon: KALE, Portland; KFJL, Klamath Falls; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene; KAST, Astoria; KWIL, Albany; KBN, Bend; KSLM, Salem, Ore.
Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KFIO, Spokane; KRKO, Everett; KXRO, Aberdeen; KWKL, Longview; KUIN, Grants Pass; KVU, Walla Walla.
Idaho: KWAL, Wallace; KRLC, Lewiston.
Canada: CKWX, Vancouver, B. C.

REPRESENTATIVE
John Blair & Co.

The Pennsylvania Network
1622 Chestnut St., Philadelphia 3, Pa.
Phone Locust 7700

PERSONNEL
General Manager...............Leon Levy
Asst. Manager................P. J. Sharkey
Technical Director...............George Lewis

STATIONS
WCAU, Philadelphia (Key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WBT, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; EDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAM, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WEO, Sunbury; WIPA, Washington; WBBR, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

Quaker Network
Phone; Rittenhouse 6900

PERSONNEL
General Manager...............Roger W. Clipp

STATIONS
WFIL, Philadelphia; WBT, Easton; WOR, York; WAZL, Hazleton; WGBI, Scranton; WBBR, Wilkes-Barre; WFBO, Harrisburg; WEO, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeport, N. J.
South Central Quality Network
Address Individual Stations
PERSONNEL
Manager (WMC) ................. H. W. Slavick
Manager (WJDX) ............... Wiley Harris
Manager (WSMB) ............. H. Wheelahan
Manager (KARK) ............. G. E. Zimmerman
Manager (KWKH) ............. John C. McCormack

Southern Minnesota Network
101 N. Second St., Mankato, Minn.
PERSONNEL
KYSM Manager ....................... John F. Meagher
KROC Manager ....................... Gerald Wing
KATE Manager ....................... Ed. L. Hayek

STATIONS
KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KROC, Rochester, Minn.
NATIONAL REPRESENTATIVE
John E. Pearson Company

The Texas Quality Network
Address Individual Stations
The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.
PERSONNEL
Manager (WFVA) ................. Martin Campbell
Manager (WBAP) .................. George Cranston
Manager (WOAI) ................. Hugh A. L. Halff
Manager (KPRC) .................. Kern Tips

STATIONS
WFVA, Dallas 2; WBAP, Fort Worth 2; WOAI, San Antonio 6; KPRC, Houston 2.
NATIONAL REPRESENTATIVE
Edward Peiry & Co., Inc.

Texas State Network
1201 West Lancaster Ave., Fort Worth 1, Texas
Phone: 3-9363
PERSONNEL
President ......................... Gene L. Cagle
General Manager ............... Gene L. Cagle
Assistant General Manager ........ Frances Griffith
Program Director .............. Boyd Kelley
Chief Accountant ............... D. C. Hornburg
Traffic Manager ............... Forrest Clough
Merchandising Director ........ L. R. Duffy
Chief Engineer .................. Truett Kimsey
Musical Director ............... Frances Kay

STATIONS
KFJZ, Fort Worth; KRBG, Abilene; KGKL, San Angelo; KBST, Big Spring; KRLH, Midland; KRRV, Sherman-Denison; KPLT, Paris; KABC, San Antonio; KTEM, Temple; WRR, Dallas; KCRC, Texarkana; WACO, Waco; KFRD, Longview; KMAC, San Antonio; KBWD, Brownwood.
NATIONAL REPRESENTATIVE
Weed & Co.

The Tobacco Network
P. O. Box 1150, Raleigh, North Carolina
Phone 8411
PERSONNEL
President ......................... Fred Fletcher, WRAL
Secretary ......................... Harry Bright, WGBR
Treasurer ......................... Allen Wannamaker, WGMT
Program Director ............... Ray Reeve
Sales Manager ................... Raymond Cobb
Vice-President .................. Louis Howard, WHIT
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 ............ Elizabeth Camp
Program Director .............. Joseph Herget
Production Manager ........... Berton Sonis
Musical Director ............... Leah Perry
Technical Supervisor .......... Odes Robinson
WBLK Manager ................... George Blackwell
WPAR Manager ................... George Clinton
WSAZ Manager ................... Marshall Rosene
WCHS Manager ................... Howard L. Chernoff
REGIONAL NETWORKS

STATIONS
WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg; WSAR, 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. Hultman
V.P. & Managing Dir. ........ Don C. Wirth
Secretary .................. Geo. T. Frechette

STATIONS
Basic Stations: WRJN, 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; WMJC, Rice Lake; WQMT, Manitowoc; WBKH, La Crosse; WDSM, Superior.

* The Wolverine Network
Keeler Building, Grand Rapids 2, Mich.
Phone: 8-5461

President .................. Roy C. Kelley
Gen. Manager ................ Hy M. Steed

STATIONS

* 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 .......... Robert Meyern
Director of Merchandising and Promotion .......... James S. Powers
Director of Merchandising .......... Arthur Lathrop
Director of Publicity .......... Phyllis Doherty
Director of Special Events .......... Lester Smith
Chief Engineer .......... Irving Robinson
Program Director .......... George W. Steffy
War Program Manager .......... Geo. W. Steffy

EXECUTIVE COMMITTEE
William O’Neill, Chairman; John Shepard 3rd, Vice-Chairman; James W. Haggerty, President

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; WHTT, Hartford; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; WCHS, Portland; WLBZ, Bangor; WFEA, Manchester; WSR, Fall River; WHER, Portsmouth, N. H.; WLLH, Lowell and Lawrence; WLNH, Laconia; WDWO, Augusta; WNC, New London; WHAL, Greenfield; WCOU, Lewiston and Auburn; WBRK, Pittsfield; WSB, Rutland, Vt.; WATR, Waterbury, Conn.; WEIM, Fitchburg; WHYN, Holyoke.

BRANCH OFFICES
604 State Mutual Bldg., Worcester 8, Mass.
Phone: Worcester 6-1411

WAAB Manager .......... H. Wm. Koster
Crown Hotel, Providence 2, R. I.
Phone: DEXter 1500

WEAN Manager .......... Jos. Lopez
Hotel Stratfield, Bridgeport 1, Conn.
Phone: Bridgeport 6-1121

WICC Manager .......... Joseph Lopes
NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z Net
P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL
Manager ............. E. B. Craney

STATIONS
KGIR, Butte; KPFA, Helena; KRBM, Bozeman.

NATIONAL REPRESENTATIVE
The Walker Co.

WEST COAST REPRESENTATIVE
Pacific Northwest Broadcasters
Alphabetical Listing

- Standard Stations Indexed
  By Call Letters—Frequency
  Power and Kilocycles

- Standard Stations Indexed
  By Cities—Network Affiliation

- Stations Alphabetically
  Listed By States—Personnel
  Other Detailed Information
# Index Of The Standard Stations Of The United States

**Call Letters—City—Power—Frequency in Kilocycles—Page Number Providing Complete Information**

Key to Abbreviations: C.P.—Construction Permit; d—daytime; n—night.

<table>
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<tr>
<th>Call Letters</th>
<th>City</th>
<th>Frequency in Kilocycles</th>
<th>Power in Watts</th>
<th>See Page</th>
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<tbody>
<tr>
<td>KABC</td>
<td>San Antonio, Texas</td>
<td>1450</td>
<td>250</td>
<td>617</td>
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<td>KABR</td>
<td>Aberdeen, S. D.</td>
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<td>5000</td>
<td>599</td>
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<td>KADA</td>
<td>Ada, Okla.</td>
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<td>KALB</td>
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<td>KALL</td>
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<td>1000 C. P.</td>
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<td>KAND</td>
<td>Corsicana, Texas</td>
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<td>KARK</td>
<td>Little Rock, Ark.</td>
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<td>KARM</td>
<td>Fresno, Calif.</td>
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<td>KAYE</td>
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<td>KRIX</td>
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<td>KRKR</td>
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<td>KBTM</td>
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<td>Brownwood, Texas</td>
<td>1380</td>
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<td>Kansas City, Kans.</td>
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<td>Sacramento, Calif.</td>
<td>1330</td>
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<td>KCRC</td>
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<td>KDKA</td>
<td>Pittsburgh, Pa.</td>
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<td>50000</td>
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(WVXZ) Detroit, Mich.
## Stations By Cities
### Major Network Affiliations

**Key to Network Abbreviations:**
- C — Columbia Broadcasting System
- M — Mutual Broadcasting System
- B — Blue Network Co.
- N — National Broadcasting Co.

* Joins Blue June 15, 1945; ** Joins CBS June 15, 1945.

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<td>Tacoma, Wash.</td>
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<td>KVI</td>
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<td>Tallahassee, Fla.</td>
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<td>Temple, Texas</td>
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<tr>
<td>Terre Haute, Ind.</td>
<td>WBOV</td>
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<td>Texarkana, Tex.</td>
<td>KCMC</td>
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<td>Tocooa, Ga.</td>
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<td>Toledo, Ohio</td>
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<td>Topkea, Kans.</td>
<td>WIBW</td>
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<td>Town of Allegany, N. Y.</td>
<td>WHDL</td>
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<td>Traverse City, Mich.</td>
<td>WTCM</td>
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<td>Trenton, N. J.</td>
<td>WTNJ</td>
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<td>Troy, N. Y.</td>
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<td>Tucson, Ariz.</td>
<td>WTRY</td>
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<td>Tupelo, Miss.</td>
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<td>Victoria, Texas</td>
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<td>Virginia, Minn.</td>
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<td>WDEV</td>
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<td>Wilson, N. C.</td>
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<td>Wisconsin Rapids, Wisc.</td>
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<td>Woodside, N. Y.</td>
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<td>Worcester, Mass.</td>
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<td>Zarephath, N. J.</td>
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</table>
WHMA
ANSON—EST. 1938
BLUE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned by Anniston Broadcasting Co.
Operated by Anniston Broadcasting Co.
Address Radio Building, 1330 Noble St.
Phone Number 2380
Transmitter Location Radio Building, 1330 Noble St.
Time on the Air 6 a.m. to 12 midnight
News Service AP, UP
Transcription Service Standard Radio Representative Sears & Ayer, Inc.

Personnel
Owner Harry M. Ayers
Station-Commercial Manager J. W. Buttram
Program-Publicity Director Ruby Meigs
Production Manager Malcolm Street
Sales Promotion Manager-Musical Director Mrs. Ruby Meigs
Chief Engineer James Hudson
Director of War Programs J. W. Buttram

WJLD
BESSEMER—EST. 1942
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated by George Johnston
Address 1831—4th Ave. N.
Phone Number 2300; 2301; 6-6172
Transmitter Location Blue Lake Site
Time on the Air 6 a.m. to 10 p.m., weekdays;
7 a.m. to 12 p.m., Sundays.
News Service AP
Transcription Service World Broadcasting
System-Keystone Broadcasting System

Personnel
Owner William R. Terry
Station Manager Hal Falter
Commercial Manager Eugene P. Well
Production Manager Miriam Bunkin
Program Director Hal Falter
Chief Announcer Hal Falter
Chief Engineer George Harrison, Jr.

WBRC
BIRMINGHAM—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated by Birmingham Broadcast-
ing Co., Inc.
Address WBRC Bldg., Second Ave. and
18th St. N.
Phone Number 4-7741
Transmitter Location 2400 Arteseephla Rd.
Time on the Air 7:00 a.m. to 12:00 midnight:
Sundays, 7:00 a.m. to 12:00.
Transcription Service Standard Radio Representative Paul H. Raymer Co.

Personnel
President-General Manager J. C. Bell
Station Manager John M. Connolly
Director of War Programs Herbert C. Grieb
Chief Engineer G. P. Hamann

WAPI
BIRMIN—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1070 Kc. Power: 5000 Watts
Owned by Alabama Polytechnic Institute,
University of Alabama, Alabama College.
Licenses Voice of Alabama, Inc.
Address Protective Life Bldg.
Phone Number 3-8116
Studio Addresses Protective Life Bldg.,
University of Alabama Campus, Tuscaloosa;
Alabama College Campus, Montevallo; Ala-
abama Polytechnic Institute Campus, Auburn.
Transmitter Location Sandusky, Ala.
Time on the Air: 5:45 a.m. to 12 midnight: Sun-
days, 8 a.m. to 12 midnight
News Service UP
Representative Radio Sales

Personnel
Chairman of Board Ed Norton
President-General Manager Thad Holt
Manager H. H. Hothouser
Program Director Jimmie Willson
Production Manager Lionel Baxter
Publicity Director Mary Bennett
Musical Director Stanleigh Malone
Chief Engineer N. S. Hurley

WSGN
BIRMINGHAM—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Owned-Operated by The Birmingham News Co.
Address Dixie Carlton Hotel
Phone Number..........................4-3434
Transmitter Location...............Alabama State Fair Grounds
Time on the Air: 5 a.m. to 12 midnight
days, 7 a.m. to 12 midnight
Newspaper Affiliation................Birmingham News;
Birmingham Age-Herald
News Service.........................AP
Transcription Service..............NBC Thesaurus, Langworth
Representative........................Headley-Reed Co.

Personnel
General Manager......................Henry P. Johnston
Assistant to Manager.............Evelyn Hicks
Program Director..................Jack McCormack
Production Manager..............Jack McCormack
Chief Engineer.....................Gordon F. Bishop

WMSL
DECATUREST. 1935
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By...........Tennessee Valley Broadcasting Co.
Address..........................511 Bank St.
Phone Number.................802-3-4
Transmitter Location..............Decatur, Ala.
Time on the Air..............6:30 a.m. until 10:15 p.m.
News Service.....................UF
Transcription Service.........World Broadcasting System and WBS
Representative..............Headley-Reed Co.

Personnel
President........................Melvin Hutson
Secretary-Treasurer................Clyde Hendrix
Station-Commercial Manager...Ernest Mobley
Program Director-Manager of
War Programs......................Denny Wright
Production Manager...............Otis Dodge
Publicity Director...............Pat Wright
Chief Announcer....................Frank Lokey
Chief Engineer.....................J. Roser
Record Master of Ceremony.......Otis Dodge, Frank Lokey, Ernest Cramer

WAGF
DOHTHANST. 1933
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By........Dothan Broadcasting Company
Address..........................204½ E. Main Street
Phone Number.......................1430
Transmitter Location..............Headland Highway, Dothan
Time on the Air.......................Daytime license

Newspaper Affiliation..........Dothan Eagle
Transcription Service........Standard Radio
Representative..................Headley-Reed Company

Personnel
Station Manager.................Julian C. Smith
Commercial Manager.............Fred Moseley
Program Director and
Chief Announcer................Willard Wilkes
Production Manager and
Chief Engineer.....................John T. Hubbard

WBHP
HUNTSVILLEST. 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.........................UF

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
MOBILEST. 1930
NATIONAL BROADCASTING CO.
Frequency: 1410 Kc. Power: 5000 Watts
Owned By..........................W. O. Pape
Operated By ............... Pape Broadcasting Co.
Address ............... 108 St. Joseph St., ATSN
Railroad Bldg.
Phone Number ............... Dexter 3-3787
Transmitter Location ............... Tensas Bridge Head,
Baldwin County
Time on the Air ............... 6 a.m. to 11:00 p.m.;
Sundays, 8:00 a.m. to 11:00 p.m.
News Service ............... AP
Transcription Service ............... Standard Radio
Representative ............... Headley-Reed Co.

Personnel
General Manager ............... W. O. Pape
Commercial Manager ............... H. K. Martin
Program Director-Chief
Announcer ............... Charles Saunders
Musical Director ............... Agnes Pirtle
Chief Engineer ............... Raymond Hurley

WMOB
MOBILE—EST. 1939
BLUE NETWORK
Frequency: 1230 Kc. ............... Power: 250 Watts
Owned-Operated By ............... S. B. Quigley
Business Address ............... 600 St. Louis St.,
(Quigley Building)
Phone Number ............... Belmont 2-4556
Studio Address ............... 600 St. Louis St.
Transmitter Location ............... 600 St. Louis St.
Time on the Air ............... Unlimited License
News Service ............... UP
Transcription Service ............... NBC Thesaurus
Representative ............... Sears & Ayer, Inc.

Personnel
Station Manager ............... S. B. Quigley
Commercial Manager ............... F. E. Busby
Sales Promotion Manager ............... Miss Bea Quigley
Program Director ............... Miss Clara Malone
Production Manager ............... Mrs. Adele Hull
Publicity Director ............... Miss Bea Quigley
Chief Engineer ............... T. L. Greenwood

WCov
MONTGOMERY—EST. 1939
COLUMBIA BROADCASTING SYSTEM
Frequency: 1240 Kc. ............... Power: 250 Watts
Owned-Operated By ............... Capital Broadcasting
Company, Inc.
Business Address ............... 2 Montgomery St.
Phone Number ............... 5781
Transmitter Location ............... Narrow Lane Road,
Montgomery
Time on the Air ............... 17 hours daily
News Service ............... NS
Transcription Service ............... Standard Radio
Representative ............... Howard H. Wilson Co.

Personnel
President ............... F. M. Farris, Jr.
Station and Commercial Manager and
Publicity Director ............... E. J. Sperry
Program-Musical Director and
Production Manager ............... Mrs. Josephine Sperry
Sales Promotion Mgr ............... Mrs. Lucille Johnston
Chief Announcer ............... G. W. Orton, Ill

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 ............... 8361
Studio Address ............... Jefferson Davis Hotel
Transmitter Location ............... Narrow Lane Road,
Time on the Air ............... 6:00 a.m. to midnight
News Service ............... UP
Transcription Service ............... NBC Thesaurus
Representative ............... Headley-Reed Co.

Personnel
President-General Manager ............... Howard E. Pill
Station Manager ............... John B. DeMotte
Local Sales Manager ............... W. W. Hunt
Publicity Director ............... Leland Childs
Program-Musical Director and
Production Manager ............... Caldwell Stewart
Chief Engineer ............... Cliff Shelkowski

WLAY
MUSCLE SHOALS CITY—EST. 1933
KEYSTONE BROADCASTING SYSTEM
NORTH ALABAMA NETWORK
Frequency: 1450 Kc. ............... Power: 250 Watts
Owned-Operated By ............... Muscle Shoals
Broadcasting Corporation
Address ............... Muscle Shoals, Ala.
Phone Number ............... 1450
Transmitter Location ............... Muscle Shoals, Ala.
Time on the Air ............... 6:30 a.m. to 11 p.m.;
Sundays, 7:30 a.m. to 11:00 p.m.
News Service ............... UP
Transcription Service ............... Standard Radio
Representative ............... Sears & Ayer

Personnel
President ............... F. M. Farris, Jr.
Station and Commercial Manager and
Publicity Director ............... E. J. Sperry
Program-Musical Director and
Production Manager ............... Mrs. Josephine Sperry
Sales Promotion Mgr ............... Mrs. Lucille Johnston
Chief Announcer ............... G. W. Orton, Ill
WJHO
OPELKA—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
Transmission Service NBC and Keystone Broadcasting System

Personnel
Station Manager and Chief Engineer F. Marlon Hyatt
Commercial Manager James T. Ownby
Publicity Director Anne Davis
Musical Director Ben Parsons
Sales Promotion James T. Ownby
Program Director Anne Davis

WFEB
SYLACAUGA*
Frequency: 1340 Kc. Power: 250 Watts
Owned By Alabama 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
Transmission Service NBC and Keystone Broadcasting System

Personnel
Station-Commercial Mgr. Julian Smith, Jr.
Chief Engineer T. F. Kelley, Jr.

WJRD
TUSCALOOSA—EST. 1936
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By James R. Doss, Jr.
Address First National Bank Bldg.
Phone Number 4464-85
Transmitter Location Jug Factory & Greensboro Roads
Time on the Air Unlimited license
Transcription Service World Broadcasting System, C. P. MacGregor
Representative Headley-Reed Co.

Personnel
Owner J. R. Doss, Jr.

WJBB
SELMA—EST. 1935
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 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.

ARIZONA
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

KWJB
GLOBE—EST. 1938
NATIONAL BROADCASTING COMPANY
ARIZONA BROADCASTING CO.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By The Gila Broadcasting Co., Inc.
Business Address Globe & Safford
Phone Number Globe 41
Studio Address South Globe, Arizona
Transmitter Location South Globe, Arizona
Time on the Air 6:30 a.m.-11 p.m., daily;
7 a.m.-12:15 a.m., Sunday
Representative Paul H. Raymer
News Service AP, INS, UP
Transmission Service Standard Radio

KSUN
BIRBEE—EST. 1933
CBS
ARIZONA NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Copper Electric Co., Inc.
Address Box C, Birbee, Ariz.
Phone Number: 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: 6 a.m. to 12:00 midnight
News Director: Prairie Farmer
Newspaper Affiliation: Arizona Farmer
News Service: UP; Transradio
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

KHO
PHOENIX—EST. 1922
COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Phoenix Broadcasting, Inc.
Business Address: Adams Hotel, Phoenix, Ariz.
Phone Number: 4-7367
Studio Address: Adams Hotel, Phoenix, Ariz.
Transmitter Location: 24th Ave. & Buckeye Rd.
Time on the Air: 6 a.m. to midnight
News Service: INS
Transcription Service: ASCAP, BMI, SESAC
Representative: Howard H. Wilson Co.

K Y C A
PHOENIX—EST. 1940
AMERICAN BROADCASTING COMPANY
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Southwest Broadcasting Company
Address: East Gurley St.
Phone Number: 244
KGLU
SAFFORD—EST. 1938
NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Gila Broadcasting Company
Address .............................................. Safford, Ariz.
Transmitter Location ...................... 1218 - 6th Ave.
Time on the Air ............... 7 a.m. - 11 p.m. daily
News Service ............................... AP; INS; UP
Transcription Service .......... Standard Radio Representatives
Personnel
President ........................................ Louis F. Long
Station Manager ......................... Paul Merrill
Commercial and Sales
Promotion Manager .................. Edward E. Furman
Publicity Director ..................... Paul Merrill
Program Director, Production Manager and
Chief Announcer ....................... Norman B. Harrington
Chief Engineer ......................... Herbert Hartman
Dir. of War Programs .................. Norman B. Harrington
Musical Director ....................... Alberta Hunt
Record MC ............................. Thomas B. Greenhaw

KTUC
TUCSON—EST. 1929
COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Tucson Broadcasting Co., Inc.
Address ............................................. 900 E. B'way
Phone Number ............................... 1400
Transmitter Location .................. 900 E. B'way
Time on the Air ............... 6 a.m. to 11 p.m.
News Service ............................... UP
Transcription Service .......... Associated Record Program, Service & World Broadcasting System
Representative ......................... John Blair & Co.

KVOA
TUCSON—EST. 1929
NATIONAL BROADCASTING CO.
ARIZONA BROADCASTING COMPANY
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Arizona Broadcasting Company, Inc.
Business Address ....................... P. O. Box 2911
Phone Number ............................... 3703
Studio Address ............................. 48 East Broadway
Transmitter Location .................. 10th and Lee
Time on the Air ............... 6 a.m.-11 p.m.
Newspaper Affiliation .................. Arizona Republic
News Service ............................... AP
Transcription Service .......... NBC Thesaurus
Representative ......................... Paul H. Raymer Co.

KYUM
YUMA—EST. 1940
BLUE NETWORK-NBC
ARIZONA BROADCASTING CO.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Yuma Broadcasting Co.
Business Address ....................... Post Office Box 352
Phone Number ............................... Yuma 88
Studio Address ............................. 19th Avenue and 1st Street
Transmitter Location .................. 19th Avenue and 1st St.
Time on the Air ............... 7 a.m. to 11:00 p.m.; Sundays, 7:00 a.m. to 12:15 a.m.
News Service ............................... INS, UP
Transcription Service .......... NBC Thesaurus
Representative ......................... Paul H. Raymer Co.

Personnel
President ........................................ R. N. Campbell
Station Manager ....................... Roy Smucker
Program Director and
Dir. of War Programs ................... D. Clark Hayden
Chief Engineer ....................... Leavenworth Wheeler
KLCN
BLYTHEVILLE—EST. 1922
Frequency: 900 Kc.       Power: 1000 Watts
Owned and Operated by: Fred O. Grimwood
Address                                Noble Hotel Phone Number          .2083
Transmitter Location                  Armored, Ark. Time on the Air     6 a.m. to local sunset News Service
Transcription Service                  NBC Thesaurus Representative

Personnel
Station-Commercial Manager..................Harold L. Sudbury
Sales Promotion Manager........................Harold Sudbury
Program Director...........................J. T. Sudbury
Director of War Programs-Chief Announcer. Bill Crable
Musical Director.............................Bob Berryman
Chief Engineer..............................Bob Connor

KELD
EL DORADO—EST. 1935
BLUE NETWORK
Frequency: 1400 Kc.       Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc. Address.................Box 610, El Dorado, Ark. Phone Number........1313
Transmitter Location Country Club Colony Time on the Air...6:45 a.m. to 10:30 p.m. News Service
Transcription Service....................Standard Radio Representative
Personnel
President.....................................T. H. Barton
Station and Commercial Manager.........Leon Sipes
Sales Promotion Manager—Publicity Director..........................J. R. Duerson
Program Director............................Rodney Smith
Chief Announcer................................James Broach
Director of War Programs—Jacqueline Click
Chief Engineer................................A. W. Hearin

KFHW
FORT SMITH—EST. 1930
Frequency: 1400 Kc.       Power: 250 Watts
Owned-Operated By: Southwestern Hotel Co. Address..................1215 Garrison Ave. Phone Number........4106
Transmitter Location Albert Pike & Kelley Highway
Time on the Air.6:30 to 12 p.m. Sundays 8:00 a.m. to 10:00 a.m. News Service..............UP and AP
Transcription Service..............NBC Thesaurus

Personnel
President.....................................John D. Ewing
Station Manager..............................K. E. Kellam
ARKANSAS

Commercial Manager ....................... Ed Appler
Program Director and
Production Manager ............... Frank A. Browne
Chief Engineer ...................... Cecil Sutt

KWFC
HOT SPRINGS—EST. 1940
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By .......... Clyde E. Wilson
Address .................................... 819½ Central
Phone Number ......................... 412-3
Transmitter Location ................. 819½ Central
Time on the Air ................. 7 a.m. to 11 p.m.
News Service .............. AP, INS
Transcription Service ..................... Standard Radio

Personnel
General Manager .............. Clyde E. Wilson
Commercial and Sales
Promotion Manager .......... Robert Choate
Program Director .............. Ann Hiryak
Production Manager and
Publicity Director .............. Jon Hackett
Chief Engineer ...................... Earl H. Butler

KBTM
JONESBORO—EST. 1930
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. .... Power: 250 Watts
Owned by .......... Jay P. Beard d/b as Regional Broadcasting Co.
Operated By ................. Mrs. Jay P. Beard
Address: KBTM Bldg., Madison at Jackson Sts.
Phone Number ..................... 597
Transmitter Location ........ Tower Place, East of Jonesboro
Time on the Air ............... 7:00 A.M. to 10:00 P.M.

Personnel
President ...................... Jay P. Beard
Station Manager .............. Mrs. Jay P. Beard
Commercial Manager .......... W. H. Cate
Program Director .............. Mrs. M. J. Fox

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 .................... Radio Center, 114 E. Capitol
Phone Number .................... LD 224
Transmitter Location: Jackson Blvd., North Little Rock
Time on the Air ............... 6:00 a.m.-11:05 p.m.;
Sundays: 7:00 a.m. to 11:05 p.m.
News Service ...................... AP, INS
Transcription Service ..................... Standard
Representative ...................... Edward Petry & Co.

Personnel
Commercial Manager .......... Julian F. Haas
Studio Manager ................. Jack Rumrill
Publicity Director .............. Julian F. Haas
Chief Engineer ................. Dan L. Winn

KGHI
LITTLE ROCK—EST. 1927
BLUE NETWORK
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By: Arkansas Broadcasting Company
Address, Gazette Building, 3rd & Louisiana Sts.
Phone Number ..................... 9166
Transmitter Location ........ Gazette Building
Time on the Air: 6 a.m. to 11 p.m., Saturdays.
6:00 a.m. to 1:00 a.m.
Newspaper Affiliation .......... Arkansas Gazette

Personnel
General Manager .............. S. C. Vinsonhaler
Commercial Manager .......... R. E. Rives
Program Director .............. Dorothy Weise
Chief Engineer ...................... V. D. Vandusen

KLRA
LITTLE ROCK—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1010 Kc. .... Power 10000 d., 5000 n.
Owned-Operated By: Arkansas Broadcasting Company
Address ........ Gazette Building, 3rd & Louisiana Sts.
Phone Number ..................... LD 132
Transmitter Location ........ 7 miles out on
Memphis Hi-Way
Time on the Air: 5:00 a.m. to 12:05 a.m. Mondays through Saturday; 7 a.m. to 12:05 a.m.,
Sundays.
Newspaper Affiliation .......... Arkansas Gazette
News Service .............. UP
Transcription Service .......... World Broadcasting Service
Representative ...................... The Katz Agency

Personnel
President ................. J. N. Heiskell
Station Manager .......... Roy Judge
Merchandising Manager and
Publicity Director ............. Claude Miller
Program Director .............. Raymond P. Lang
Production Manager .......... Raymond P. Lang
Musical Director .............. Tom Scott
Chief Engineer ...................... K. F. Tracy

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ARKANSAS

KOTN
PINE BLUFF—EST. 1934
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc Power: 250 Watts
Owned-Operated By: B. J. Parrish
Address: 505½ Main St.
Phone Number: 721
Transmitter Location: 505½ Main St.
Time on the Air: Unlimited
News Service: UP and AP

Personnel
President-General Manager: B. J. Parrish
Sales Promotion Manager: R. W. Etter
Program Director: Ayleene Somervell
Chief Engineer: B. J. Parrish

KUOA
SILOAM SPRINGS—EST. 1922
KEYSTONE BROADCASTING SYSTEM
Frequency: 1290 Kc Power: 5000 Watts
Owned-Operated By: KUOA Incorporated
Address: Siloam Springs, Ark.
Phone Number: 77
Transmitter Location: Siloam 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: John E. Brown
Station and Commercial Manager: Storm Whaley
Program Director: Gilberta Walton
Director of War Programs: Storm Whaley
Chief Engineer: Kenneth Maxwell

For KCNC, Texarkana, see Texas listings.
The above chart shows the gross dollar volume of national spot business per month, broadcast on the BEELINE during the first fifteen months of its existence.

TODAY, NEARLY ALL NATIONAL SPOT ACCOUNTS ADVERTISING IN CENTRAL CALIFORNIA AND WESTERN NEVADA ARE USING THE BEELINE.

Robert A STREET
National Sales Manager

Paul H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
Sacramento, California
KERN
BAKERSFIELD—EST. 1932
BLUE NETWORK
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting
Address: Box 1709, Bakersfield, Calif.
Phono Number: 8-8151
Transmitter Location: 307 East 21st St.
Time on the Air: 6:00 a.m.-12:00 p.m. weekdays
News Service: NBC
Transcription Service:
Representative: John Blair & Co.
Personaen
President: C. G. R. Schamblin
Station Manager: L. A. Schamblin
Assistant Manager: C. C. Sturm

KPMC
BAKERSFIELD—EST. 1935
MUTUAL—DON LEE
Frequency: 1560 Kc. Power: 1000 Watts
Owned-Operated By: Pioneer Mercantile Co.
Business Address: Box 1709, Bakersfield, Calif.
Phono Number: 8-8151
Transmitter Location: 307 East 21st St.
Time on the Air: 6:30 a.m.-12:00 p.m. weekdays
News Service: UP
Transcription Service: NBC
Representative: John Blair & Co.
Personaen
President: C. G. R. Schamblin
Station Manager: L. A. Schamblin
Assistant Manager: C. C. Sturm

KRE
BERKELEY—EST. 1922
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Central California Broadcasters, Inc.
Address: 601 Ashby Avenue
Phone Number: Ashberry 7715
Transmitter Location: 601 Ashby Avenue
Time on the Air: Unlimited
News Service: INS
Transcription Service: Standard Radio
Personaen
President-Station Manager: Arthur Westlund

Sales Promotion-Program
Manager: Don Hambly
Chief Announcer: Phil McKernan
Musical Director: Harrold S. Hawley

KHSIL
CHICO—EST. 1935
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 1000 Watts
Owned-Operated By: Golden Empire Broadcasting Co., Inc.
Address: 4th & Broadway Sts.
Phone Number: Chico 237-8
Transmitter Location: Hooker Oak and Madrone Aves.
Time on the Air: 7:00 a.m. to 11:00 p.m.; 8:00 a.m. to 11:00 p.m. Sundays
News Service: UP
Transcription Service: Standard Radio
Representative: W. S. Grant Co.
Personaen
President: Hugh McClung
Station Manager: M. F. Woodling
Commercial and Sales
Promotion Manager: Henry Watton, Jr.
Program and Musical Director: Mabel Swift
Production Manager and
Publicity Director: Russell Pope
Chief Announcer: Thomas Nelson
Chief Engineer: Emory P. Milburn

KXO
EL CENTRO—EST. 1927
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts 250 N
Owned-Operated By: Valradio, Inc.
Address: 793 Main St.
Phone Number: 1100
Transmitter Location: 793 Main St.
Time on the Air: 7:00 a.m. to 11:00 p.m.
Transcription Service: Standard Radio
Representative: Paul H. Raymer Co.
Personaen
President: Thomas E. Sharp
Station Manager: Ken Thornton
Commercial Manager: Belle Hovey
Program Director: Mabel Dalton
Chief Announcer: Jerry Oppell
Chief Engineer: Leroy Bellwood
KIEM
EUREKA—EST. 1933
MUTUAL—DON LEE
Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Redwood Broadcasting Co., Inc.
Business Address: Box 43
Phone Number: 93
Studio Address: Vance Hotel, Eureka Inn
Transmitter Location: Humboldt Bay
Time on the Air: Unlimited
News Service: INS: UP
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

Personnel
President and Station Manager: William B. Smullin
Rural War Manager: Eddie Logan
Commercial Manager: Betty Lundeen
Production Manager: C. Paul Corbin
Sales Promotion Manager: Betty Byrd
Program Manager: Mary Martin
Musical Director: Jack Andrews
Religious Director: Rev. Charles H. Hudson
Office Manager: George E. Thomson
Traffic Manager: Betty Matthias
Education Director: Earl Roberts
Engineer: Alvor Olson

KARM
FRESNO—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By: KARM, The George Ham Station
Address: 1333 Van Ness Ave.
Phone Number: 4-2966
Transmitter Location: Van Ness & Alluvial Avenues
Time on the Air: 6 a.m. to 12 midnight; 8 a.m. to 12 midnight, Sunday
News Service: AP and INS
Transcription Service: Standard Radio
Representative: Edward Petry & Co., Inc.

Personnel
Owner & President: Mrs. Hattie Harm
General Manager: Clyde F. Coombs
Commercial Manager: Ned L. Brown
Publicity Director: Eldora Roth
Program Director: John Garrick
Chief Engineer: R. M. Dorothy

KMJ
FRESNO—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 580 Kc. Power: 5,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Address: Van Ness & Calaveras
Phone Number: 3-6277
Transmitter Location: North & Madera Aves., Kerman
Time on the Air: 24 hours daily
Newspaper Affiliation: The Fresno Bee (McClatchy Newspapers)
News Service: UP & AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel
President: Eleanor McClatchy
Station Manager: Keith Collins
National Sales Manager (N. Y. C.): Robert Sreeet
Sales Manager: Coyle Chambers
Sales Promotion Manager: Jack Griffith
Traffic Manager: Margaret Vogelsang
Special Events Director: A. D. Patterson
Program and Musical Director and Production Manager: Andy Patterson
Publicity Director: Jack Griffith
Chief Engineer: Wm. N. Wallace
War Program Director: Andy Patterson

KIĘV
GLENDALE—EST. 1933
Frequency: 870 Kc. Power: 250 Watts
Owned-Operated By: Cannon Broadcasting System, Ltd.
Address: 102 N. Glendale Ave.
Phone Number: Citrus 1-1133
Transmitter Location: 102 N. Glendale Ave.
Time on the Air: Daytime License
Personnel
President...........................................David H. Cannon
General Manager..............................L. W. Peters
Chief Announcer................................R. W. Muller
Chief Engineer..................................Lee Gustafson

KFOX
LONG BEACH—EST. 1924
SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION
Frequency: 1280 Kc. .......... Power: 1000 Watts
Owned-Operated By..............Nichols & Warinner, Inc.
Address..........................220 E. Anaheim Street
Phone Number......................672-81
Transmitter Location...........220 E. Anaheim Street
Time on the Air.......5:00 a.m. to 11:00 p.m.
News Service.........................UP, AP
Transcription Service...........Standard Radio, Langworth Transcription Service; C. P. MacGregor

Personnel
President, Station Manager and Program Director..................Hal G. Nichols
Commercial and Sales Promotion Manager..........................Lawrence W. McDowell
Director of War Programs................................Margaret Smith

KGER
LONG BEACH—EST. 1926
Frequency: 1330 Kc. ........ Power: 5000 Watts
Owned-Operated By...............Consolidated Broadcasting Corp.
Business Address..............435 Pine Ave.
Phone Number......................660-41
Studio Addresses: 435 Pine Ave.; 643 So. Olive, Los Angeles
Transmitter Location..............Atlantic & Olive, Compton
Time on the Air..............12:30 to 12 midnight
News Service.........................AP & INS
Transcription Service; World Broadcasting System, Standard Radio, Lang-Worth, McGregor and Associated
National Representative..............Spot Sales, Inc.

Personnel
President-Gen'l Manager...............C. Merwyn Dobyns
Commercial Manager...............Lee Wynne
Sales Promotion Manager.........Thomas P. Hunter
Musical Director.......................Helene Smith
Production Manager..................Irene Cook
Chief Engineer........................Ronald Oakley

KECA
LOS ANGELES—EST. 1929
BLUE NETWORK
Frequency: 790 Kc.............Power: 5000 Watts
Owned-Operated By.............Blue Network Co., Inc.
Address..........................1440 No. Highland Ave.
Phone Number......................Hillside 8231
Transmitter Location...........2951 S. Fairfax Ave.
Time on the Air......6:00 a.m. to 12 midnight; 6:45 a.m. to midnight; Sunday News Service.....................UP, AP
Transcription Service...........Thesaurus Representative; Blue Network Spot Sales

Personnel
President............................Earle C. Anthony
General Manager.....................Clyde Scott
Commercial and Sales Mgr.........Amos Baron
Program Manager.....................John Edwards
Musical Director.....................Claude Sweeten
Production Manager...............Wm. Davidson
Publicity Director...............Virginia West
Continuity Editor....................Katherine Calvert
Chief Engineer......................Ralph Denechaud

KFAC
LOS ANGELES—EST. 1929
Frequency: 1330 Kc. ........ Power: 1000 Watts
Owned-Operated By...............Los Angeles Broadcasting Company, Incorporated
Address..........................645 South Mariposa
Phone Number......................Fitzroy 1231
Transmitter Location...............3725 Chesapeake, L. A., Calif.
Time on the Air.......................168 hours a week
News Service.........................AP

Personnel
President-General Manager...............Calvin J. Smith
Program Director.................Harry Mitchell
Publicity Director...............Eileen Wheatley
Traffic Manager.....................Lucile R. Blake
Chief Announcer......................Harry Mitchell
Chief Engineer......................Owen J. Ford

KFSG
LOS ANGELES—EST. 1923
Frequency: 1150 Kc. ........ Power: 2500 d.; 1000 n.
Owned-Operated By...............Echo Park Evangelistic Ass'n
Address............................1100 Glendale Blvd.
Phone Number......................Exposition 1141
Transmitter Location...............1100 Glendale Blvd.
Time on the air........7:45 p.m. to 12 midnight (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............................Aimee Sempel McPherson
Station Manager......................Rev. Jack Carmaline
Musical Director......................Esther Fricke Stuart
Chief Engineer......................Myron Kluge

* Non-Commercial Station.
KFI
LOS ANGELES—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 640 Kc. Power: 50,000 Watts
Owned-Operated By: Earle C. Anthony, Inc.
Address: 141 North Vermont Ave.
Phone Number: Fairfax 2121
Transmitter Location: Buena Park, Calif.
Time on the Air: 24 Hours Daily, Except Tues.—12 Hours
News Service: UP
Transcription Service: Standard Radio, Longworth
Representative: Edward Petry & Co., Inc.

Personnel
President: Earle C. Anthony
General Manager: William B. Ryan
Sales Manager: Geo. A. Whitney
Program Director: Don McNamara
Production Manager: Bob Hiestand
Publicity Director: Harold Carlock
Director of Promotion and Public Service: J. G. Paltridge
Auditor: Ernest Felix
Special Events Supervisor: Robert Purcell
Continuity Editor: Volney Cunningham
Musical Director: Claude Sweeten
Chief Engineers: Curtis Mason, H. L. Blatterman

KFWB
LOS ANGELES—EST. 1925
Frequency: 980 Kc. Power: 5000 Watts
Owned-Operated By: Warner Bros. 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 and Reuters
Representative: William G. Rambeau Co.

Personnel
General Manager: Harry Maizlish
Production Manager: William Ray
Program Director: William Ray
Chief Announcer: Harry Hall
Musical Director: Leon Leonard
War Program Director: Sara Langman
Chief Engineer: Harry Myers

KFDV
LOS ANGELES
Frequency: 1020 Kc. Power: 1000 Watts
Owned-Operated By: Standard Broadcasting Company, Inc.
Address: 338 South Western Avenue
Phone Number: Drexel 2391
Transmitter Location: 9300 Cattaraugus St.
Time on the Air: 6 a.m. to sundown, 10:00 p.m. to 1:00 a.m.
4 NEWS SERVICES

1. Associated Press
2. United Press
3. International News Service
4. Reuters

4 NETWORK COMMENTATORS

1. Sam Balter
2. John B. Hughes
3. Bill Pennell
4. Peter De Lima

ALL
On
Warner Bros.

K F W B
Hollywood

—and more public service programs
than any other station in the West.

5,000 WATTS DAY AND NIGHT

Harry Maizlish
General Manager

William Rambeau, National Representative
Personnel
President-Station Manager... J. Frank Burke
Commercial Manager......... F. J. Smalley, Jr.
Program Dir.-Chief Announcer.. Howard Gray
Publicity Director........... Toni Reeder
Director of War Programs..... Howard Gray
Chief Engineer.............. William Gass

K G F J
LOS ANGELES—EST. 1926

Frequency: 1230 Kc. Power: 100 Watts
Owned-Operated By:... Ben S. McGlashan
Address.................. 1417 S. Figueroa St.
Phone Number... 2434
Transmitter Location...... 1828 Oak St.
Time on the Air....... Unlimited license
News Service............... INS
Transcription Service... Associated Music Publishers.

Personnel
Manager.................. Thelma Kirchner
Public Relations Director... Harry Kaplan
Production Mgr................ Carolyn Caro
Program Director............ Rene Bozarth
Chief Engineer............... Homer Obuchon

K H J
LOS ANGELES—EST. 1921

MBS—DON LEE

Frequency: 930 Kc. Power: 5000 Watts
Owned-Operated By:... Don Lee Broadcasting System
Business Address........... 5515 Melrose Ave.
Phone Number.............. Hollywood 8111
Transmitter Location........ Venice Blvd. & La Cienega
Time on the Air: 24 hours daily; Monday, 12:00 midnight to 6:00 a.m.
News Service.............. AP, INS, City News
Transcription Service: World Broadcasting System
Representative............. John Blair & Co.

Personnel
President.................. Thomas S. Lee
Vice-President and General Manager..... Lewis Allen Weiss
Vice President and Assistant Manager...... Willet H. Brown
Commercial Manager........... Sydney Gaynor
Sales Promotion and Publicity Director..... Fair Taylor
Traffic Manager............... Mary E. Ryan
Musical Director............... Frank Du Vol
War Program Director........ Tony LaFranco
Chief Engineer............... Frank M. Kennedy

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........ 5341
Transmitter Location...... 12755 Burbank Blvd.
Time on the Air........ 6 a.m. to midnight
News Service............... UP and AP
Transcription.............. Associated, World Representative

Personnel
President.................. G. A. Richards
V. F. & Gen. Mgr........... Robert O. Reynolds
Commercial Manager........ Herbert Wixson
Production Manager........ Howard Rhines
Program Manager............ Woodrow Hallie
Publicity Director.......... Willard Hanes
Special Events Director... Jack Sherman
Traffic Manager............ Alice Richards
Musical Director........... Marie Hudson
Program Director........... Don Otis
Acting Chief Engineer...... James LaShaun

What's a Man?

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other genus Homo seeking and devising ways and means to influence women. In Los Angeles, the male species finds the best way to influence women is through the station programmed and managed by women—KGFJ.

THE TWENTY-HOUR STATION 1230 KC

KG F J

Thelma Kirchner, Manager
"Los Angeles' BIGGEST Little Station"
1417 South Figueroa St., Los Angeles 15, Calif.
You already know it...

but we want to repeat it again. Maybe some of you have missed it in the past—

IN PROGRAMS . . . IN PERSONNEL
IN CONSTRUCTION

KMTR is truly
"America's Most Individual
Radio Station"

COVER 90% OF SOUTHERN
CALIFORNIA'S POPULATION
AT THE LOWEST COST

Get the KMTR Picture
and Rate Card

1000 Cahuenga Blvd. 
Hillside 1161

Hollywood
California

570 K.C.
"TOP OF THE DIAL"

Exclusive One Minute Announcement

Offered in Middle of any Five Minute News broadcast on-the-hour at regular five minute Card Rate. Write for availabilities:

KMTR — Hollywood — BURN-SMITH CO., INC.

California 
New York 
Chicago
KNX
LOS ANGELES—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1070 Kc. Power: 50,000 Watts
Owned-Operated By Columbia Broadcasting System, Inc.
Address: . . . . . . 6121 Sunset Blvd.
Phone Number: . . . . Hollywood 1212
Transmitter Location: Columbia Park, Torrance, Calif.
Time on the Air: 24 hours daily
News Service: AP, INS, UP
Transcription Service: Lang-Worth, Associated Representative
Radio Sales

Personnel
Vice President and General Manager: Donald W. Thornburgh
Asst. Gen’l Mgr. and Director of Network Sales: Harry W. Witt
Pacific Coast Sales Mgr.: George L. Moskovics
Sales Manager (KNX): J. A. Morton
Sales Promotion Manager: Ralph Taylor
Merchandising & Sales Service Manager: Jack O’Mara
Radio Sales Representative: Meredith Pratt
Program Manager: Hal Hudson
Chief Engineer: Lester H. Bowman
Director of Public Relations: Fox Case
Director of Press Information: Lloyd Brownfield
Operations Manager: Ben Paley
CBS Western Musical Director: Lud Gluskin
Musical Director (KNX): Wilbur Hatch
Continuity Chief: Everett Tomlinson
Production Manager: Edith Todesca
Managing News Editor: Clinton Jones
Stations Relations Manager: E. W. Buckalew

KYOS
MERCED—EST. 1936
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By Merced Broadcasting Company
Business Address: P. O. Box 717
Phone Numbers: 1430; 1431
Studio Address: "G" Street Grade
Transmitter Location: "G" Street Grade
Time on the Air: 6:00 a.m. to 11:00 p.m.
News Service: UP
Transcription Service: Standard Radio
National Sales Office: 582 Market St.
San Francisco
Representative: W. S. Grant

Personnel
General Director: Hugh McClung
Station Manager: Mel Marshall
Commercial Manager: J. C. MacFarland
Sales Promotion Manager: George Spelvin
Program Director: Herb James
Chief Engineer: Malcolm R. Beavers

KTRB
MODESTO—EST. 1933
MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 860 Kc. Power: 1000 Watts
Owned-Operated By KTRB Broadcasting Co.,
Business Address: P. O. Box 593
Phone Number: 774
Studio and Transmitter: Norwegian Ave.
News Service: INS

Personnel
President-Station Manager: Wm. H. Bates, Jr.
Sales Manager: Virgil V. Risley
Program Director: Cecil Lynch
Chief Engineer: Wm. H. Bates, Jr.
K DON
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..............6:00 a.m. to 10:00 p.m.
Newspaper Affiliation...Monterey Peninsula Herald; Salinas, Californian
News Service ......................UP
Transcription Service .........Standard Radio, Associated

Personnel
President..............................Paul H. Caswell
Station Managers .................Howard V. Walters, Bernard E. Cooney
Program Director......................Howard Walters
Chief Announcer......................Edward C. Duty, Jr.
Chief Engineer......................Edward C. Duty

K LX
OAKLAND—EST. 1922
Frequency: 910 Kc......Power: 1000 Watts
Owned-Operated By....Tribune Building Corp.
Address : Tribune Tower, 13th & Franklin Streets
Phone Number:.................Glencourt 0660
Transmitter Location......Tribune Tower
Time on the Air:6:25 a.m. to 2:30 a.m.; 9:00 a.m. to 1:00 a.m., Sunday
Newspaper Affiliation......Oakland Tribune News Service..............AP
Transcription Service......World Broadcasting System: Photo and Sound, Inc.
Representative...........Joseph Hershey McGillvra

Personnel
President-Owner.............J. R. Knowland, Jr.
General Manager.............Glenn Shaw
Sales Promotion Manager....Walter Brown
Program Director................Leon Churchon
Publicity Director............Glady's Herst
Musical Director............Charles Short Ridge
Chief Engineer .................Ross Smith
War Program Director.......Leon Churchon

HAS HIGH PRIORITY ON
“LISTENER LOYALTY”
From pioneer to pace setter since 1921. That’s the record of radio station KLX, Metropolitan Oakland’s leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That’s why it’s “just natural” to tune to KLX.

The TRIBUNE STATION, Oakland 4, California
National Representative, JOSEPH HERSHEY McGILLVRA, Inc.
**KROW**

**OAKLAND—EST. 1925**

Frequency: 960 Kc. Power 1000 Watts

Owned-Operated By: KROW, Inc.

Business Address: Radio Center Building, 464 - 19th Street

Phone Number: G. Lencourt 6774

Studio Addresses: Radio Center Building
Bellevue Hotel, San Francisco; Newsreel Theatre, Oakland, Cali.

Transmitter Location: 1522 - 8th Avenue

Time on the Air: 6 a.m. to Midnight

News Service: INS

Transcription Service: Langworth

**Personnel**

President: Sheldon Sackett

Vice-President-Manager: Philip G. Lasky

Commercial Manager: Ralph Wiener

Program Director: R. W. Wassenberg

Production Manager: Jim Boswell

Publicity Director: Mercedes Prosser

Chief Announcer: Jim Boswell

Chief Engineer: C. E. Downey

Director of War Programs: Phyllis Flynn

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**KLS**

**OAKLAND—EST. 1921**

Frequency: 1310 Kc. Power: 1000 Watts

Owned By: S. W. & E. N. Warner

Operated By: Warner Brothers

Address: 327 - 21st Street

Phone Number: Higate 1212

Transmitter Location: 327 - 21st Street

Time on the Air: 24 hours

News Service: INS

**Personnel**

President-Owners: S. W. and E. N. Warner

Station Manager: F. Wellington Morse

Commercial and Sales Promotion Manager: F. W. Morse

Program Director: C. de Costa

Chief Engineer: Howard Faulknor

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**KPAS**

**PASADENA—EST. 1941**

Frequency: 1110 Kc. Power: 10,000 Watts

Owned-Operated By: Pacific Coast Broadcasting Co.

Business Address: 1401 South Oak Knoll Rd.

Phone Number: RYan 1-6991; SYcamore 6-9281

Studio Addresses: Huntington Hotel; Music City, Sunset & Vine Sts., Hollywood

Transmitter Location: Lexington & Gallatin Rd., El Monte, Calif.

Time on the Air: 6:00 a.m. to 12 midnight

News Service: INS

Transcription Service: Lang-Worth; Associated Music Publishers

Representative: Joseph Hershey McGillivra, Inc.

**Personnel**

President: J. Frank Burke

Production Manager: Loyal K. King

Commercial Manager: Frank Burke, Jr.

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**KPPC**

**PASADENA—EST. 1924**

Frequency: 1240 Kc. Power: 100 Watts

Owned-Operated By: Pasadena Presbyterian Church

Address: 585 East Colorado St.

Phone Number: SYcamore 3-2133

Transmitter Location: 585 East Colorado St.

Time on the Air: Sundays, 9 a.m. to 9 p.m.; Wednesdays, 7 p.m. to 9:30 p.m.

**Personnel**

President: C. Franklin Ward

Chief Announcer: Vincent Parsons

Program-Musical Director: Leon Hall

Chief Engineer: N. V. Parsons

(Non-Commercial Station)
KWKW
PASADENA—EST. 1942
Frequency: 1430 Kc. .......... Power: 1000 Watts
Owned-Operated By: Southern California Broadcasting Co.
Address: 425 East Green St.
Phone: Ryan 1-6744
Transmitter Location: San Gabriel
Time on the Air: 6:00 a.m. to sunset
News Service: UP
Transcription Service: Standard Radio

Personnel
Station Manager: Howard L. Tullis
General Manager: William J. Beaton
Commercial Manager: William J. Beaton
Program Director: Paul Allison
Chief Engineer: Paul Spargo

KVCV
REDDING—EST. 1936
MUTUAL—DON LEE
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: Golden Empire Broadcasting Co.
Business Address: Box 1525
Phone Number: 1646, 1647
Studio Address: Highway No. 99
Transmitter Location: Highway No. 99
Time on the Air: 6:00 a.m. to 12:00 p.m.
News Service: UP
Transcription Service: Standard Radio
Representative: C. P. MacGregor

Personnel
President: Hugh McClung
Station Manager: Ralph R. Bryan
Commercial Manager: Fred M. Stulpnagel
Program Director: Lyle Mathis
Chief Engineer: Russell B. Pope

KPRO
RIVERSIDE—EST. 1941
BLUE NETWORK
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
American National Bank Bldg., San Bernardino
Transmitter Location: 3401 Russell St.
Time on the Air: 6:00 a.m. to 4:00 a.m.
News Service: INS and AP
Transcription Service: Associated Music Publishers and MacGregor
Representative: Joseph Hershey McGillivra

Personnel
President-General Manager: W. L. Gleeson
Station Manager: W. L. Gleeson
Sales Promotion and Publicity: M. Thorne
Program Director: Lee Lamley
Chief Engineer: Amon Dolde

KCRA
SACRAMENTO—EST. 1944
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned By: Central Valleys Broadcasting Co.
Business Address: Capital Nat'l Bank Bldg.
Phone Number: 3702-5011
Studio Address: Capital Nat'l Bank Bldg.
Transmitter Location: 27th & American River
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service: AP
Transcription Service: World Broadcasting System

Personnel
Owned By: Ewing C. Kelly, David R. McKinley, Vernon Hansen
Station Manager: Ewing C. Kelly
Commercial Manager: Norman Hodgkinson
Program Director: Jack Ellason
Production Manager: Christine Ness
Chief Engineer: Marvin D. Myers

KFBK
SACRAMENTO—EST. 1922
BLUE NETWORK
Frequency: 1530 Kc. .......... Power: 10,000 Watts
Owned-Operated By: McClatchy Broadcasting Co.
Business Address: 708 Eye St.
Phone Number: 2-5011
Transmitter Location: Yolo County
Time on the Air: 24 hours daily
Newspaper Affiliation: Sacramento Bee
News Service: UP and AP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel
President: Eleanor McClatchy
Station Manager: Leo O. Rickets
Program and Publicity Director: Howard L. Bailey
Sales Manager: Jack Schacht
Musical Librarian: Rosalie Brandt
Chief Engineer: Slam Sronce

KXOA
SACRAMENTO
Frequency: 1490        Power: 250 Watts

* CP issued to Lincoln Dollar.
you're in swell company
on KFMB...

with BASIC BLUE NETWORK SHOWS... plus
local programming attuned to the listening habits of
the rich San Diego market... a highly concentrated
market where $808,000,000.00 annually is spent by
the 150,000 BUYING civilians who make up this
great area. That means, in the layman's language, over
$13,000,000.00 is spent EVERY WEEK in San Diego.
(Not to mention the unquantifiable millions in PLUS
earnings and expenditures by the Military personnel
located in and near San Diego.)

KFMB is the spark-plug for the San Diego market.
it is the station that REACHES and INFLUENCES
this wealthy population. KFMB is San Diego's busy... progressive station!

SAN DIEGO'S BLUE NETWORK STATION

JACK O. GROSS
PRESIDENT & GENERAL MANAGER

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU
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: 85th St, at 14th Ave.
Time on the Air: 6:15 a.m. to 12:00 midnight.
Sundays, 7:00 a.m. to 12 midnight.
News Service: UP
Transcription Service: Associated Recorded
PGM. Library Representative: Joseph Hershey McGillivra

Personnel
President-Owner: Royal Miller
Station Manager: Mrs. Royal Miller
Public Relations Manager: Howard Smiley
Program and Musical Director: Evangeline Baker
Chief Engineer: Howard Martinneau
Chief Announcer: Bill Triest

KFAM
SAN BERNARDINO—EST. 1929
MUTUAL—DON LEE
Frequency: 1240 Kc. Power: 250 Watts
Owned by: J. C. and E. W. Lee
Operated by: Lee Bros. Broadcasting Co.
Address: California Hotel
Phone Number: 4-761, 4-762
Transmitter Location: 900 Colton Ave.
Time on the Air: 6:00 a.m. to 12 midnight
News Service: UP
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

KFMB
SAN DIEGO—EST. 1941
BLUE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned and Operated By: Worcester Broadcasting Corp.
Address: 1375 Pacific Blvd.
Phone Number: Main 2114
Transmitter Location: Spreckles Bldg.
Time on the Air: 6:00 a.m. to 12:15 a.m.
News Service: AP
Transcription Service: Standard Radio
Representative: William G. Rambeau Co.

Personnel
President, Station and
Commercial Manager: Jack Gross
Sales Promotion Manager: John Eves
Program Director and
Production Manager: Hal Moon
War Program Director: Hal Moon
Chief Engineer: Caleb Frisk
Publicity Director: Shirley Hawley

KFSD
SAN DIEGO—EST. 1926
NATIONAL BROADCASTING COMPANY
Frequency: 600 Kc. Power: 1000 Watts
Owned and Operated By: Airlam Radio Corporation, Ltd.
Address: U. S. Grant Hotel, San Diego 12
Phone Number: Franklin 6353
Transmitter Location: 326 Broadway
Time on the Air: Unlimited license
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer

Personnel
President-Owner and
Station Manager: Thomas E. Sharp
Assistant Manager: M. R. Harris
Commercial-Sales Manager: Larry Scalf
Program Director: Leah McMahon

KG B
SAN DIEGO—EST. 1931
MUTUAL—DON LEE
Frequency: 1360 Kc. Power: 1000 Watts
Owned and 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.
K F R C
SAN FRANCISCO—EST. 1924
MUTUAL—DON LEE BROADCASTING SYSTEMS
Frequency: 610 Kc...........Power: 5000 Watts
Owned-Operated By: Don Lee Broadcasting System
Address.................1000 Van Ness Avenue
Phone Number...............Prospect 0100
Transmitter Location......1000 Van Ness Ave.
Time on the air: 6 a.m. to midnight; Sundays, 7 a.m. to midnight
News Service.................AP, INS
Transcription Service: World Broadcasting System
Representative..............John Blair & Co.

Personnel
President...............Thomas L. Lee
General Manager.........Lewis Allen Weiss
Station Manager...........Dan Donnelly
Local Sales Manager......Merwyn McCabe
Program-Production Manager...Pat Kelly
Sales Promotion and Publicity Manager...........Bunty Keyser
Chief Announcer...........Bob Bence
Musical Director.........Cy Trobbe
Chief Engineer............Jim Mc Ardle
Record Master of Ceremony........Truman Thompson

K G O
SAN FRANCISCO—EST. 1924
BLUE NETWORK
Frequency: 810 Kc...........Power 7500 Watts
Owned-Operated By: Blue Network Co.
Address.................155 Montgomery St.
Phone Number.............Exbrook 6544
Transmitter Location.....5144 E. 12th St., Oakland
Time on the Air: 24 hours daily:
Midnight to 6 a.m. Sundays
News Service.............AP, INS, UP, Transradio
Transcription Service: Standard, Associated.
NBC Thesaurus, BMI, Sherman Clay (local)
National Sales Office,
Blue Network, New York City
Representative...........Blue Spot Sales

Personnel
President................Mark Woods
Station Manager...........T. B. Palmer
Sales Manager...........Byron H. Nelson
Promotion-Publicity Manager...........Robert F. Laws
Program Director...........Robert H. Wesson
Production Manager.........Robert H. Wesson
Chief Announcer...........Berton Bennett
Chief Engineer............A. E. Evans
Musical Director.........Phil Bouere
Record Master of Ceremony, George Fenneman

K J B S
SAN FRANCISCO—EST. 1925
Frequency: 1100 Kc...........Power: 500 Watts
Owned By..................KSBS Broadcasters
Operated By.................KSBS Broadcasters
Address..................1470 Pine Street
Phone Number...............Ordway 4148
Transmitter Location......1470 Pine Street
Time on the Air: Sunday through Friday, 10 p.m. until local sunset; Saturday, 11:30 p.m. until local sunset
News Service.............INS; UP; AP
Transcription Service........Standard
Representative...............William G. Rambeau Co., Homer Owen Griffith

Personnel
President...............E. P. Franklin
Chief Engineer...........Cecil H. Dutton
Manager................E. P. Franklin
Program Director.........C. F. Pendleton

K P O
SAN FRANCISCO—EST. 1922
NATIONAL BROADCASTING COMPANY
Frequency: 680 Kc...........Power: 50,000 Watts
Owned-Operated By National Broadcasting Company
Address..................Taylor & O'Farrell Sts.
Phone Number.............Graystone 8700
Transmitter Location.....Belmont
Time on the Air: 24 Hours daily except Sunday, Midnight to 6:00 a.m. Monday
News Service.............AP; INS; UP
Transcription Service........NBC Thesaurus; Standard Radio

Personnel
General Manager...........John W. Elwood
Local Manager...............Alfred Crapsey
Program Director...........Wendell Williams
Assistant to Program Manager........Floyd Farr
Director of News and Special Events ......Charles A. Cooney
Director of Public Service........Catharine Sibley
Auditor................A. G. Diederichs
Publicity Director........Louise Landis
Continuity Director........Byron Mills
Traffic Manager............Fay Pattie Smith
Chief Announcer...........Floyd Farr
Network Sales..............Ray Baker, Walter Tolleson, Jr.
Spot Sales................Carl Nielsen
Sales Promotion Manager.....Helen Murray
Director of Agriculture......Henry Schacht, Jr.
Radio Recording...............Janet Sligh
Station Engineer...............George Greaves

370
**KSAN**
**SAN FRANCISCO—EST. 1925**
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: Unlimited
News Service: AP
Transcription Service: Langworth

**Personnel**
President: S. H. Patterson
Station and Commercial Manager: Jerry Akers
Program Director: Lee Giroux
Chief Engineer: N. J. Patterson

**KSFO**
**SAN FRANCISCO—EST. 1925**
Frequency: 560 Kc. Power: 5000 w. 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: Unlimited License News Service: INS, UP
Transcription Service: Lang-Worth, Standard, AMP
Representative: Weed & Company

**Personnel**
President: W. I. Dumm
Vice President and General Manager: Lincoln Dellar
Station Manager: Wilton Gunzendorfer
Commercial and Sales Promotion Manager: Wilton Gunzendorfer
Program Director: Richard M. Oddie
Publicity Director: Dorothy Burts
Chief Engineer: R. V. Howard
Operations Director: Allan A. Kees

**K Y A**
**SAN FRANCISCO—EST. 1926**
Frequency: 1260 Kcs. Power: 250 Watts
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: Spot Sales, Inc

**Personnel**
Owner: Christina M. Jacobson
Manager: Les Hacker
Commercial and Sales Promotion Manager: Joe Shuttleworth

**K Q W**
**SAN JOSE—EST. 1924**
COLUMBIA BROADCASTING SYSTEM
Frequency: 740 Kc. Power: 5000 Watts
Owned-Operated By: Pacific Agricultural Foundation, Limited
Business Address: San Jose; Palace Hotel San Francisco
Phone Numbers: Ballard 2616 (San Jose); EXbrook 3233
Studio Address: 87 E. San Antonio St. San Jose; Palace Hotel, San Francisco
Transmitter Location: Alviso, California
Time on the Air: 6:00 a.m. to 12 midnight
News Service: INS; AP
Transcription Service: Standard Radio; NBC Thesaurus
Representative: Edward Petry & Co., Inc.

**Personnel**
President: Ralph R. Brunton
General and Sales Manager: C. L. McCarthy
Vice President and Sales Promotion Mgr.: Wade Thompson
Program Director: Ken Craig
Production Manager and Chief Announcer: Fred Ruegg
Musical Director: Ray Hackett
Chief Engineer: Ken Owen

**KV E C**
**SAN LUIS OBISPO—EST. 1937**
MUTUAL—DON LEE
Frequency: 1230 Kcs. Power: 250 Watts
Owned & Operated By: Christina M. Jacobson trading as Valley Electric Co.
Business Address: 851 Higuera Street
Phone Number: San Luis Obispo 1100-1101
Studio Address: Mt. View & Hill Streets
Transmitter Location: Roosevelt Highway—1 1/2 miles north of San Luis Obispo
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: AP
Transcription Service: Standard Radio Representative: W. S. Grant Company

**Personnel**
Owner: Christina M. Jacobson
Manager: Les Hacker
Commercial and Sales Promotion Manager: Joe Shuttleworth
Program Director and Production Manager..........Brad Harris
Chief Announcer and Musical Director...............Anthony Ricca
Chief Engineer..................................Earle Travis

KVOE
SANTA ANA—EST. 1926
DON LEE — MUTUAL

Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By........The Voice of the Orange Empire, Inc., Ltd.
Business Address........307 North Broadway
Phone Number...............4901-R
Studio Address.............2825 West 5th St.
Transmitter Location.....2825 West 5th St.
Time on the Air 7 a.m. to 12 midnight; 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
Program Director-Chief Engineer.............Wallace S. Wiggins

KDB
SANTA BARBARA—EST. 1921
MUTUAL—DON LEE BROADCASTING SYSTEMS

Frequency: 1490 Kc........Power: 250 Watts
Owned-Operated By........Don Lee Broadcasting System
Address........................1309 State St.
Phone Number...............Santa Barbara 4131
Transmitter Location.....17 East Haley
Time on the Air: 6:45 a.m. to 11:00 p.m.; Sat., 6:45 a.m. to 12:15 a.m.
New Service................AP
Transcription Service........World Broadcasting System
Representative ................John Blair & Co.

Personnel
President ..................Thomas S. Lee
Vice President and General Manager........Lewis Allen Weiss
Station Manager.............Fin Hollinger
Program Director...........Fin Hollinger
Musical Director............Doris Helene Doughty
Chief Engineer...............William C. Buckley

KTMS
SANTA BARBARA—EST. 1937
BLUE NETWORK

Frequency: 1250 Kc........Power: 1000 Watts

Owned-Operated By........News-Press Publishing Co.
Address.......................De LaGuerra Plaza
Phone Number...............6111
Transmitter Location......Goleta, Calif.
Time on the Air............6:30 a.m. to 12:00 Midnight; 7 Days Weekly
Newspaper Affiliation........Santa Barbara News-Press
News Service.................AP
Representative...............Paul H. Raymer Co.

Personnel
President-Owner.............T. M. Storke
Station and Commercial Manager........Louis F. Kroeck
Sales Promotion Manager....Louis F. Kroeck
Program Director and Production Manager........Frank P. Weltmer
Chief Announcer.............Frank Weltmer
Musical Director.............Carol Lee
Chief Engineer...............Albert Nicolay

KSRO
SANTA ROSA—EST. 1937

Frequency: 1350 Kc........Power: 1000 Watts
Owned-Operated By........Eddie Handley
Owned By......................Ruth W. Finley
Business Address...........425 Mendocino Ave.
Phone Number...............110
Studio Address................427 Mendocino Ave.
Casa de Vallejo Hotel, Vallejo
Transmitter Location Fresno and Finley Aves.
Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 9 a.m. to 10 p.m.
News Service.................UP
Transcription Service:
World Broadcasting System: Standard

Personnel
President ....................Ruth Finley
Station Manager.............Eddie Handley
Chief Engineer..............Howard McCauley
Production Manager ..........Wm. Frost
Sales Manager...............Ben Weaver

KGDM
STOCKTON—EST. 1926
COLUMBIA BROADCASTING SYSTEM

Frequency: 1140 Kc........Power: 5000 Watts
Owned-Operated By.........E. F. Peffer
Address......................42 S. California
Phone Number...............4-4551
Transmitter Location.....S.E. 3 miles on 99 hiway
Time on the Air..........6:00 a.m. to 12 midnight
News Service...............INS
Transcription Service........World Broadcasting System
**Personnel**

Owner .................................................. E. F. Peffer
Manager .................................................. E. Smith
Program Director ................................. Donald J. Ralph
Chief Engineer ................................. Lloyd Amoo

**K W G**

STOCKTON—EST. 1921
BLUE NETWORK

Frequency: 1230 Kc.  Power: 100 Watts
Owned-Operated By .................. McClatchy Broadcasting Co.
Address ................................. Hotel Wolf
Phone Number ......................... 22727
Transmitter Location ............. Weber & E Sts.
Time on the Air ................. 5 a.m. to 12 midnight
Newspaper Affiliation: McClatchy Newspapers

**Personnel**

President: Eleanor McClatchy
Station Manager .............. George Ross
Sales Promotion Manager ...... Bill Straub
Chief Announcer .................. Dick Fox
Chief Engineer .................. Lee Berryhill

**K T K C**

VISALIA—EST. 1937
BLUE NETWORK

Frequency: 940 Kc.  Power: 5,000 Watts
Owned-Operated By .......... Tulare-Kings Counties Radio Associates
Business Address ............... Post Office Box 511
Phone Number ...................... 575, 576
Studio Address ................ Hotel Fresno, Fresno, Calif.
Transmitter Location ... 1¾ miles southwest of Visalia, California
Time on the Air ........... 5:45 a.m. to 12:10 Midnight
Newspaper Affiliation: Visalia Times-Delta, Tulare Times and Advance Register, Hanford Sentinel, Porterville Recorder
News Service ......................... AP
Transcription Service ........ World Broadcasting System, Standard
National Sales Office Address:
Wm. Rambeau, Chicago and New York
Representatives: Wm. Grant Co., San Francisco

**Personnel**

Station Manager .............. Chas. P. Scott
Sales Manager ...................... C. E. Niete
Production Manager ............ Wilson Monroe

**KHUB**

WATSONVILLE—EST. 1936
BLUE NETWORK

Frequency: 1340 Kc.  Power: 250 Watts
Operated By .................. Luther E. Gibson
Owned By ......................... Luther E. Gibson
Business Address ............... Atkinson Lane
Phone Number .................. 1700-1
Studio Address ................. Atkinson Lane
Transmitter Location ...... Atkinson Lane
Time on the Air ........... 6:45 a.m. to 11:15 p.m.
News Service ................. AP
Transcription Service ........ World Broadcasting System

Representative .................. W. S. Grant Co.

**Personnel**

President .................. Luther E. Gibson
Station Manager .............. Roger R. Hunt
Commercial Manager .......... Roger R. Hunt
Program Director ................ Don De Wald
Chief Announcer ................ James Byron
Chief Engineer ................. George Kenville

**FOR QUALITY AP**
For Latest U.S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

**KG IW**
**ALAMOSA—EST. 1929**
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: E. L. Allen
Address: Alamosa
Phone Number: 26
Transmitter Location: East Alamosa
Time on the Air: 7:00 a.m.-8:30 p.m.

**Personnel**
Owner: E. L. Allen

**KV OR**
**COLORADO SPRINGS—EST. 1922**
CBS
Frequency: 1300 Kc. Power: 1000 Watts
Owned-Operated By: Outwest Broadcasting Company
Address: Antlers Hotel
Phone Number: Main 278
Transmitter Location: 2803 E. Platte Avenue
Time on the Air: 6:30 a.m. to 11:30 p.m.

Saturdays, 6:30 a.m. to 12 midnight
Newspaper Affiliation: Oklahoma Publishing Co.
News Service: AP
Transcription Service: World Broadcasting System
Representative: The Katz Agency

**KF EL**
**DENVER—EST. 1922**
MUTUAL
Frequency: 950 Kc. Power: 5000 Watts
Owned-Operated By: Eugene P. O’Fallon, Inc.
Address: Albany Hotel

The daily news commentaries of SHEELAH CARTER and B. S. BERCOVICI now originate from the studios of KFEL in DENVER

MANAGED BY GENE O’FALLON

374
Phone Number .......... KEystone 0178
Transmitter Location ..5350 West 20th Ave.
Time on the Ai ........ 6 a.m. to 12 midnight
News Service ................. AP
Transcription Service .... Standard Radio
and Associated Record
Representative .......... John Blair & Co.

Personnel
President-Manager .... Gene O'Fallon
Director ............ Frank Bishop
Program Director .... Milli Virgien
Chief Announcer ....... Tom Crago
Chief Engineer ........ Tom Atherstone
Musical Director ....... Ned Lynch
Dir. of War Programs .... Milli Virgien

KLZ
DENVER—EST. 1920
COLUMBIA BROADCASTING SYSTEM
Frequency: 560 Kc........ Power: 5000 Watts
Owned-Operated By .... KLZ Broadcasting Company, Inc.
Address ............. Shirley Savoy Hotel
Phone Number ........ Main 4271
Transmitter Location .... South Franklin at
Hamden, Englewood, Colo.
Time on the Air: 6:00 a.m. to 12 midnight;
Sundays: 7:00 a.m. to 12 midnight
News Service ............... INS
Transcription Service ...... Standard
C. P. MacGregor
Representative .......... The Katz Agency

Personnel
President ................ E. K. Gaylord
Station Manager .......... Hugh B. Terry
Commercial Manager .... Fred C. Mueller
Promotion-Publicity Manager. Roger Rambeaux
Musical Director ........ Les Weelans
Chief Engineer .......... Harvey Wehrman

KMYR
DENVER—EST. 1941
Frequency: 1340 Kc........ Power: 250 Watts
Owned By ............ KMYR Broadcasting Co.
Operated By .......... F. W. Meyer
Address ............. 1626 Stout Street
Phone Number ........ Main 4161
Transmitter Location .... 1626 Stout Street
Time on the Air .... 18 hours per day
News Service .............. UP and AP
Transcription Service .... World Broadcasting
Representative .......... William G. Rambeaux Co.

Personnel
Owner .......... F. W. Meyer
Station and Sales Promotion Manager .......... A. G. Meyer
Sales and Publicity Manager . Mark Schreiber
Program Director .......... Dolores Plested
Production Manager ....... Lowell Switzer
Chief Announcer .......... Vernon Hiner
Musical Director ........ Martha Goetz
Chief Engineer .......... Glen James
Record MC ............. Dick Schmidt

KOA
DENVER—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 850 Kc ........ Power: 50,000 Watts
Owned-Operated By .. National Broadcasting Company
Address ............. 1625 California Street
Phone Number .......... Main 6211
Transmitter Location .... Aurora, Colorado
Time on the Air: 5:30 a.m. to 12 midnight; Sundays 7 a.m. to 12 midnight
News Service ........... AP; INS; UP
Transcription Service .... NBC Thesaurus
Representative .......... NBC Spot Sales

Personnel
President, National Broadcasting Co. .......... Niles Trammel
Station Manager .......... James R. MacPherson

Few Stations in the Nation Can Equal KOA's Dominance:
68.8% DEALER PREFERENCE
69% LISTENER LOYALTY
9 OUT OF 10 TOP PROGRAMS
50,000 WATT POWER
7 STATE COVERAGE

Represented Nationally by Dick Schmidt

Spot Sales

50,000 WATT POWER

FIRST IN DENVER

50,000 WATTS
850 K.C.
Sales Manager: Duncan McColl
Program Director: Clarence C. Moore
Dir. of War Programs: James R. MacPherson
Sales Promotion Manager: Charles Phillips
Production Manager: T. Ellsworth Stepp
Publicity Director: Charles H. Phillips
Chief Announcer: Gilbert Verba
Musical Director: Milton Shrednik
Chief Engineer: Robert H. Owen

**KPOF**
**DENVER—EST. 1928**
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Pillar of Fire
Address: 1845 Champa Street
Phone Number: Tabor 3733
Transmitter Location: Bellevue Junior College, Westminster, Colo.
Time on the Air: 7:15 to 9 a.m.; 2:30 to 4:30 p.m. and 6:00 to 8:30 p.m., Tuesdays, Thursdays and Saturdays; 7:15 to 9 a.m., 2:30 to 4:30 p.m. and 7 to 8:30 p.m., Mondays, Wednesdays and Fridays; Sundays, 7:30 to 9 a.m., 11 a.m. to 12:30 p.m., 3 to 4 p.m. and 6:00 to 8:30 p.m.

**Personnel**
President: Bishop Alma White
Station Managers: Dr. A. K. White and Dr. Ray B. White
Program Director: Kathleen M. White
Musical Director: Ruth Staats
Chief Engineer: Paul H. Schissler

(Non-Commercial Station)

**KVOD**
**DENVER—EST. 1925**
BLUE NETWORK
Frequency: 630 Kc. Power: 5000 Watts
Owned-Operated By: Colorado Radio Corp.
Address: Midland Savings Bldg.
Phone Number: Tabor 2291
Transmitter Location: North of Denver
Time on the Air: Unlimted license
News Service: UP
Transcription Service: Associated Music Publishers: Lang-Worth; C. P. MacGregor
Representative: Joseph Hershey McGillvra, Inc.

**Personnel**
President and General Manager: W. D. Pyle
Station & Commercial Manager: T. C. Ekrem
Sales Promotion Manager: Con Hecker
Program Director: V. W. Corbett
Publicity Director: B. H. Stanton
Chief Announcer: Donald B. Vest
Auditor: J. N. Hile
Assistant Program Director: Thelma Smallenberger
Secretary: Elaine Barcroft
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.
News Service: Unlimited License
Transcription Service: Keystone Broadcasting System

**Personnel**
Station Manager: Raymond M. Beckner
Chief Engineer: John L. Antic

**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 midnight
News Service: UP
Transcription Service: World Broadcasting System

**Personnel**
Station and Sales Manager: Rex Howell
Farm News Editor: Tom Page
Chief Announcer: Jack Lund
Musical Director: Toni Mueller
Chief Engineer: D. E. Towne
Auditor: Charles Howell
Dir. of War Programs: Mildred Fuller
Program Director: Mildred Fuller

**KFKA**
**GREELEY—EST. 1921**
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Mid-Western Radio Corp.
Address: 620 - 8th Ave.
Phone Number: Greeley 450-451
Transmitter Location: Hoover Park
Time on Air: 8 hours weekly
News Service: UP

**Personnel**
President-Station Manager: Francis Price
Program Director: Charles Sumerau
Chief Engineer: Kenneth Cooper
KOKO
LA JUNTA—EST. 1937
Frequency: 1400 Kc.; Power: 250 Watts
Owned & Operated By: The Southwest Broadcasting Co.
Business Address: P. O. Box 485
Transmitter Location: U. S. Highway No. 50
Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.
Phone Number: 42
News Service: RNA
Transcription Service: Keystone Broadcasting System & Standard Radio
Representative: Thomas F. Clark Co.

Personnel
Chief Owner-Secy.-Treas.: Leonard E. Wilson
Station Manager: Leonard E. Wilson
Sales Manager: Margaret W. Johnson
Program Dir.-Dir. of War Programs: Margaret E. Hiltabidel
Production Manager: Leonard E. Wilson
Chief Engineer: Leonard E. Wilson

KG EK
STERLING—EST. 1926
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc.; Power: 250 Watts
Owned-Operated By: Elmer G. Beehler
Address: Fleming Road
Phone Number: 679
Transmitter Location: Sterling
Time on the Air: Limited Time

Personnel
Owner: Elmer G. Beehler

I. F. ROCK
LA JUNTA—EST. 1937
Frequency: 1400 Kc.; Power: 250 Watts
Owned & Operated By: The Southwest Broadcasting Co.
Business Address: P. O. Box 485
Transmitter Location: U. S. Highway No. 50
Time on the Air: 7 a.m.-2 p.m.; 5:30 p.m.-8:45 p.m.
Phone Number: 42
News Service: RNA
Transcription Service: Keystone Broadcasting System & Standard Radio
Representative: Thomas F. Clark Co.

Personnel
Chief Owner-Secy.-Treas.: Leonard E. Wilson
Station Manager: Leonard E. Wilson
Sales Manager: Margaret W. Johnson
Program Dir.-Dir. of War Programs: Margaret E. Hiltabidel
Production Manager: Leonard E. Wilson
Chief Engineer: Leonard E. Wilson

KG HF
PUEBLO—EST. 1928
THE BLUE NETWORK
Frequency: 1350 Kc.; Power: 1000 d.; 500 n.
Owned-Operated By: Curtis P. Ritchie

Address: P.O. Box 293
Phone Number: 3877
Transmitter Location: 3 miles south on Highway 85
Time on the Air: 6:30 a.m.-11 p.m. daily; 7 a.m.-11 p.m. Sundays
News Service: UP
Transcription Service: World Broadcasting System
Representative: Joseph H. McGillivra, Inc.

Personnel
Owner: Curtis P. Ritchie
Station Manager: Curtis P. Ritchie
Commercial Manager: Maxson I. Bevens
Chief Engineer: Willis C. Shanks
Program Director-Chief Announcer: Fred Amos
Publicity Director: Maxson I. Bevens

FOR QUALITY AP!
THE BEST IS YET TO BE...

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "The best is yet to be."

WDRC
HARTFORD 4 CONNECTICUT
BASIC CBS
Connecticut's Pioneer Broadcaster
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 and INS
Transcription Service .............................................Associated; Standard Radio
Representative ...Edward Petry & Co., Inc.
Personnel
President .........................................................Wm. F. O’Neil
Executive Vice-President .........................Linus Travers
Vice-President .....................................................George Stely
Station Manager ...................................................Joseph Lopez
Assistant Manager .................................................Florence B. Robinson
Sales Manager .....................................................Norman Whittaker
Sales Promotion ..................................................James S. Powers
Merchandising Manager ......................Arthur Lathrop
Program Director ................................................Florrence Robinson
Musical Director ..................................................Carl V. Larson
Chief Engineer .....................................................George Kelch

WDRC
HARTFORD—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1360 Kc...Power: 5000 Watts
Owned-Operated By .............................................WDRC, Inc.
Address .................................................................750 Main St.
Phone Number .........................................................7-1188-9
Transmitter Location ............................................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 ..........................................NBC Thesaurus
Representative .....................................................Paul H. Raymer Co.
R. C. Foster & Company
Personnel
President and Station Manager ..................Franklin M. Doolittle
Commercial and Sales Promotion Manager ...........................................Wm. F. Malo
Program Director ................................................Walter B. Haase
Publicity Director ...............................................Jack Zalman
Chief Announcer ................................................Harvey Olson
Traffic Manager and Educational Director, Sterling V. Couch
Public Service Counselor Rev. Charles Graves
Chief Engineer .....................................................Italo Martino
Dir. of War Programs ......................Walter B. Haase
Production Manager .............................................Harvey Olson
Record MC’s .........................................................James Garrett, Lavern Colton

WNAB
BRIDGEPORT—EST. 1941
BLUE NETWORK
CONNECTICUT STATE NETWORK
Frequency: 1450 Kc...Power: 250 Watts
Owned By ...............................................................Harold Thomas
Operated By .........................................................Levon Thomas
Address ...............................................................911 Broad Street
Phone Number .........................................................3-3112
Transmitter Location .........................................Locomobile Point—(Inner Harbor)
Time on the Air: 7:45 a.m. to midnight; Sundays, 9 a.m. to midnight
News Service .......................................................UP
Representative ......................................................William G. Rambeau Co.
Personnel
Owner .................................................................Harold Thomas
Station Manager ...................................................Levon Thomas
Acting Sales Mgr. ................................................Leo Langevin
Program Director ................................................Jean O’Shea
Chief Engineer .....................................................Vinnie De Laurentis
Sales Promotion ................................................Sidney Peters
Dir. of War Programs ..........................................Jean O’Shea
Musical Director ...................................................Dick McCutchen

WHTD
(Historically Known as WNBC)
HARTFORD—EST. 1935
BLUE NETWORK
Frequency: 1410 Kc...Power: 5000 Watts
Owned-Operated By ...The Yankee Network
Address .................................................................54 Pratt St. (Hartford)
Phone Number .........................................................Hartford 7-9131
Transmitter Location ............................................Newington, Conn.
Time on the Air .....................................................9 a.m.
News Service .......................................................UP
Transcription Service ..........................................Standard Radio and Associated
National Sales Office ...........................................Headley-Read Company, New York, Detroit, Chicago
Personnel
Ch. of Bd. of Directors of
The Yankee Network ...........................................John Shepard, III
Station Supervisor ................................................Ralph D. Kann
Program Director ...............................................Richard B. Bronson
Musical Director ..................................................Maurice Sechman
Chief Engineer .....................................................Rogers Holt
Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both

The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.

The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. They heed your sales message when it is spoken by the friendly and familiar voice of WTIC.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE HABIT OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
WTIC
HARTFORD—EST. 1925
NBC—NEW ENGLAND REGIONAL NETWORK
Frequency: 1080 Kc. Power: 50,000 Watts
Owned-Operated By... The Travelers Broadcasting Service Corporation
Address..................26 Grove Street
Phone Number................. 2-3181
Transmitter Location........... Avon, Connecticut
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service .. AP: INS; Transradio
Transcription Service ......World Broadcasting System; Lang-Worth Feature Programs;
BMI Bonus Transcriptions
Representative ............Weed & Company

Personnel
Station Manager............... P. W. Morency
Sales Manager...............Walter Johnson
Sales Promotion Manager.... J. F. Clancy
Production Manager........... Paul Lucas
Chief Announcer.............. Bernard Mullins
News Editor .................. Tom Eaton
Transcription Librarian...... Larry Kenfield
Music Librarian.............. John DeLisa
Musical Director............. Moshe Paranov
Plant Manager............... H. D. Taylor
Program Manager............ Leonard J. Patricelli
Dir. of War Programs........... Paul Lucas
Publicity Director............ J. F. Clancy

WTHT
HARTFORD—EST. 1936
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By...Hartford Times, Inc.
Address..................983 Main St
Phone Number................ 2-0237
Transmitter Location...........983 Main St
Time on the Air: 6:45 a.m. to 12:05 a.m.
Newspaper Affiliation.........Hartford Times
News Service................ AP
Transmission Service......... Lang-Worth
Representative.............. J. P. McKinney & Son

WELI
NEW HAVEN—EST. 1935
BLUE NETWORK—CONNECTICUT STATE NETWORK
Frequency: 960 Kc. Power: 1,000 d.; 500 n.

SOMETHING NEW IN NEW ENGLAND:

Under the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its character above all else. We stand for The Square Deal — symbolized above.

In Listenership: The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving complete confidence of listener and sponsor.

In Selling: In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be denied the use of WELI in starting to build a postwar franchise in this market.

In Promotion: For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry.

In Influence: Character is reflected in a station's influence with its listeners. It's a priceless intangible, and it is a corner of our Square Deal policy.

New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, General Manager

Station WELI, New Haven — Associated with WSYR, WTRY, WKNE
WELI Represented by Headley-Reed

381
PNNC

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: Unlimited License
Representative: Wm. G. Rambeau Co.

WNLC

NEW LONDON—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE NETWORK

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Thames Broadcasting Corporation
Address: Mohican Hotel, 281 State Street
Phone Number: New London 4900
Transmitter Location: Winthrop Point
Time on the Air: 7:30 a.m. to 12 midnight;
Sundays, 8:00 a.m. to 12:15 a.m.
News Service: AP
Representative: The Walker Company

Personnel

President: R. L. Morey
Station Manager and Program Director: G. J. Morey
Commercial and Advertising Manager: Ivon B. Newman
Chief Engineer: G. J. Morey
Chief Announcer: Leslie Morson

WSRR

STAMFORD—EST. 1941

BLUE NETWORK—CONNECTICUT STATE NETWORK

Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By: Stephen R. Rintoul
Address: 270 Atlantic St.
Phone Number: 4-7575
Transmitter Location: Lindstrom Rd., Shippan Point, Conn.
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: World Broadcasting System
Representatives: Bertha Bannan, Helen Wood

Personnel

Owner: Stephen R. Rintoul
Station Manager: Harold H. Meyer
Sales Manager: Harold H. Meyer
Sales Promotion Manager: K. MacEwen
Program Director: Fred Briggs
Publicity Director: D. Hay
Chief Engineer: Edward Markman
Dir. of War Programs: Julian Schwartz
Production Manager: Ernest Hartman
Chief Announcer: Stanley Roberts
Musical Director: Bob Henry
Record MCs: Stanley Roberts, Ernie Hartman, Bob Henry

**WATR**
WATERBURY—EST. 1934
BLUE—MUTUAL—CONNECTICUT STATE NETWORK—YANKEE

Frequency: 1320 Kc.     Power: 1000 Watts
Owned-Operated By:    Harold Thomas
Address:              71 Grand St.
Phone Number:         3-5161
Transmitter Location: Baldwin Avenue
Time on the Air:      7:30 a.m. to 12 midnight
News Service:         Transradio Representative: Wm. G Rambeau Co.

**Personnel**
President-Station Manager: Harold Thomas
Commercial & Advertising Manager: Sam Elman
Program Director: Helen Morris
Chief Announcer: John Lotas
Publicity Director: John Deegan
Musical Director: Edith Sacco
Chief Engineer: Russel Jensen
Dir. of War Programs: Helen Morris
Sales Promotion Manager: John Deegan

**WBRY**
WATERBURY—EST. 1934
CBS

Frequency: 1590 Kc.     Power: 1000 Watts
Owned-Operated By:    American Republican, Inc.
Address:              136 Grand St.
Phone Number:         3-1125
Transmitter Location: Boyden Street
Time on the Air:      8 a.m. to 12 midnight
Newspaper Affiliation: Waterbury American; Waterbury Republican

News Service:         AP
Transcription Service: NBC Thesaurus
Representative:       Joseph Hershey McGillvra

**Personnel**
President: W. J. Pape
Station and Commercial Manager: E. J. Frey
Program Director: Charles Lynch
Publicity Director: E. Christy Erk
Chief Engineer: Frank Hales
Dir. of War Programs: Charles Lynch
Production Manager: Charles Lynch
DELAWARE
For Latest U.S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

W DEL
WILMINGTON—EST. 1922
MASON-DIXON GROUP

Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By: WDEL, Inc.
Address: 10th & King Sts.
Phone Number: 7268
Transmitter Location: Governor Printz Blvd.
Time on the Air: 6 a.m. to 1 a.m.
News 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

W I L M
WILMINGTON—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By Delaware Broadcasting Co.
Address: 920 King St.
Phone Number: 7268
Transmitter Location: 35th St. & Bellevue Ave.
Time on the Air: 7 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 Director: William Drury
Chief Engineer: J. E. Mathiot

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

WILMINGTON DELAWARE
5000 WATTS DAY & NIGHT

NBC Basic Network
WINX
WASHINGTON, D. C.—EST. 1940
Frequency: 1340 Kc.  Power: 250 Watts
Owned and Operated By: Lawrence J. Heller
Address: 8th & Eye Sts., N.W.
Phone Number: Republic 8000
Time on the Air: 6:00 a.m. to 1:00 a.m.; 7:00 a.m. to 1:00 a.m., Sun.
News Service: INS, AP
Transcription Service: Standard Radio, Langworth and Associated

Personnel
President: Lawrence J. Heller
Station Manager: Robert L. Kaufman
Commercial Manager: Norman Wellil
Program Director: Richard Barr
Sales Promotion Director: Paul L. Heller
Chief Announcer: Larry Carl
Musical Director: Tommy Johnson
Chief Engineer: Ralph E. Cannon, Jr.

WOL
WASHINGTON, D. C.—EST. 1927
MUTUAL BROADCASTING SYSTEM
Frequency: 1260 Kc.  Power: 1000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address: 1627 K Street, N.W.
Phone Number: Metropolitan 0010
Transmitter Location: Hyattsville, Maryland
Time on the Air: 19 Hours, 35 Mins.
News Service: UP, AP, Washington News Service
Transcription Service: Lang-Worth; Standard Radio; Texas Ranger Library
Representative: The Katz Agency, Inc.

Personnel
President: Gardner Cowles, Jr.
Ch. of Board: John Cowles
Vice-President: T. A. M. Craven
Vice-Pres. & Gen. Mgr.: Merle S. Jones
Sales Manager: Henry V. Seay

WMAL
WASHINGTON, D. C.—EST. 1926
BLUE NETWORK
Frequency: 630 Kc.  Power: 5000 Watts
Owned & Operated By: The Evening Star Broadcasting Co.
Address: 724-14th St., N.W.
Phone Number: National 5400
Transmitter Location: Cedar Lane, Bethesda, Md.
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to midnight
Newspaper Affiliation: Washington Evening Star
News Service: AP; UP
Transcription Service: NBC Thesaurus; Standard Radio
Representative: Blue Network Spot Sales

Personnel
General Manager: K. H. Berkeley
Assistant General Manager and Commercial Manager: Ben B. Baylor, Jr.
Sales Promotion Manager: Sam Digges
Program Director: John R. Edmunds
Musical Director: Sidney
Dir. of Women's Activities: Ruth Crane
Production Manager: Gordon Hubbel
Chief Engineer: Dan Hunter
DISTRICT OF COLUMBIA

Publicity-Sales Promotion Mgr. Tom Means
Production Manager George Sutherland
Traffic Manager Lillian Ruppert
Continuity Director Martha Cram
Musical Director Susan Myrlie
Technical Advisor to All Cowles Stations T. A. M. Craven
Chief Engineer H. H. Lyon

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 RFD No. 1, Hyattsville, Maryland
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News 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 Albert V. Cole
Production-Program Director Fred Shawn
Musical Director Fritz Balzer
Chief Engineer Donald Cooper
Record MC Bill Herson

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 E. H. Gammons
Commercial Manager William D. Murdock
General Manager Carl Burkland
Sales Promotion Director Howard Stanley
Program Director Martin D. Wickett
War Program Director Elinor Lee
Chief Announcer Gunnar Back

WWD C
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 6:00 a.m. to 1:00 a.m.; Sundays, 8:00 a.m. to 12:00 midnight
News Service AP, UP and Washington City
News Service
Transcription Service NBC Thesaurus
Representative Weed & Co.

Personnel
President Joseph Katz
Station Manager G. Bennett Larson
Commercial Manager Ben Strouse
Sales Promotion Ben Strouse
Program Director Norman Reed
Musical Director Leonard Friendly
Chief Engineer Ross H. Belville
Production Manager Norman Reed
Dir. of War Programs Norman Reed
Artists Bureau District Sales Agency
Record MC "Mike" Hunnicut

FOR QUALITY AP!
## WMFJ

**DAYTONA BEACH—EST. 1935**

**BLUE NETWORK**

- Frequency: 1450 Kc
- Power: 250 Watts
- Owned-Operated By: Lt. Comm. W. Wright Esch, USNR
- Address: 126½ Magnolia Ave.
- Phone Number: 91
- Transmitter Location: 126½ Magnolia Ave.
- Time on the Air: Unlimited license
- News Service: AP
- Transcription Service: NBC Thesaurus

### Personnel

- **Owner**: Lt. Comm. W. Wright Esch, USNR
- **Station Manager**: Ray Clancy
- **Program Director**: Jack Winfree
- **Publicity Director**: Crystal Palmer
- **Chief Engineer**: William C. Shelton

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## 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: 6:00 a.m. to 12:00 a.m.
- News Service: AP
- Representative: John E. Pearson

### Personnel

- **President**: Ronald B. Woodyard
- **Station Manager**: Mary Martin
- **Sales Manager**: Mary Martin
FLORIDA

WRUF
GAINESVILLE—EST. 1928
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK
Frequency: 850 Kc. Power: 5,000 Watts
Owned by: State of Florida
Operated by: University of Florida
Address: University of Florida
Phone Number: 1000, Branch 55
Transmitter Location: Campus, University of Florida
Time on the Air: 18 Hours Monday-Sat., 17 Hours on Sunday
News Service: UP
Transcription Service: World Broadcasting System, Langworth
Representative: Burn-Smith Co., Inc.

Personnel
Director: Garland Powell
Commercial Manager: Rem James
Sales Promotion Manager: George Dinnick
Program Director: Irene Stanlis
Chief Announcer: David Martin
Musical Director: Helen Edwards
Chief Engineer: Dr. Palmer Craig
Director of War Programs: David Braun

WJAX
JACKSONVILLE—EST. 1925
NATIONAL BROADCASTING CO.
Owned, Operated By: City of Jacksonville, Fla.
Address: City Hall, Forsyth and Ocean Sts
Phone Number: 5-5821
Transmitter Location: Hyde Park Country Club
Time on the Air: 6 a.m. to 1 a.m.
News Service: AP
Transcription Service: NBC Thesaurus and Associated
Representative: John Blair & Co.
Harry Cummings

Personnel
Commissioner in Charge: Thos. C. Imeson
Station Manager and Chief Engineer: John T. Hopkins, III
Program Director: Evelyn Boote
Production Manager: Harry A. Cole
Chief Announcer: Grant Frankish
Musical Director: Frank Morris

WJHP
JACKSONVILLE—EST. 1940
BLUE NETWORK
Frequency: 1320 Kc. Power: 250 Watts
Owned-Operated By: The Metropolis Co.
Address: 500 Laura St.
Phone Number: 5-7610
Transmitter Location: Reed and Alamo Sts.
Time on the Air: 18 Hours Daily, 16 Hours Sunday.
Newspaper Affiliation: Jacksonville Journal
News Service: UP
Transcription Service: Lang-Worth
Representative: John H. Perry Associates

Personnel
Owner: John H. Perry
Station Manager: Ted Chapeau
Sales Manager: Ted Chapeau
Chief Engineer: B. Hayford
Merchandising Manager: Carmen Macri
Director of War Programs: Ray Herbert
Musical Director: Ray Herbert

WMBR
JACKSONVILLE—EST. 1928
COLUMBIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned, Operated By: Florida Broadcasting Company
Address: 118 West Adams St.
Phone Number: 5-4387
Transmitter Location: Vines and Mass. Ave.
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service: UP
Transcription Service: World and Lang-Worth
Representative: Weed & Co.
**Personnel**

President-Station Manager............Frank King
Commercial-Sales Promotion Manager
Glenn Marshall, Jr.
Chief Engineer......................E. B. Vordermark

**WPDQ**

JACKSONVILLE—EST. 1942
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL GROUP
Frequency: 1270 Kc.  Power: 5000 Watts
Owned-Operated By:
Jacksonville Broadcasting Corp
Address..........................Gulf Life Bldg.
Phone Number....................5-6781
Transmitter Location.........Seven miles west of
Jacksonville on Lenox Ave.
Time on the Air.............6:30 a.m. to 12:05 a.m.
News Service......................AP
Transcription Service..............Standard
Representative....................George P. Hollingbery Co.

**Personnel**

President......................James R. Stockton
Station Manager.................Robert R. Feagin
Commercial and Sales
Manager..........................Frank Taylor, Jr.
Production Manager............Bob Willard
Chief Announcer................Gary Allen
Publicity Director..............Bob Truere
Chief Engineer..................James R. Donovan
Director of War Programs........Dot Horsfall
Record Master of Ceremony.....Tommy Morton

**WLAK**

LAKELAND—EST. 1936
NATIONAL BROADCASTING CO.
ORANGE NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned, Operated By..............S. O. Ward
Address..........................1412 East Lime St.
Phone Number....................2127
Transmitter Location.............1412 East Lime St.
Time on the Air..............6:45 a.m. to midnight
News Service......................UP
Representative..................John E. Pearson Co.

**Personnel**

President and Station Manager....S. O. Ward
Commercial Manager..............Powell Adams
Program Director................Nancy Hill
Chief Announcer-Engineer........Wm. P. Lee

**WFTL**

MIAMI—EST. 1939
MUTUAL BROADCASTING SYSTEM
Frequency: 710 Kc.  Power: 10,000 Watts
Owned by..........................The Fort Industry Co.

Operated by.................The Fort Industry Co.
Address......................1605 Biscayne Blvd., Miami
Studio Address.............1605 Biscayne Blvd.
Phone Number..................9-2401 Miami
Transmitter Location........22 miles north of
Miami on Road 26
Time on the Air...........6:30 a.m. to 12 midnight
News Service......................AP
Transcription Service..............NBC Thesaurus
Representative..................Headley-Reed Co.

**Personnel**

Owner..........................Comdr. Geo. B. Storer
Station Manager...............Robert Venn
Sales Manager..................M. N. Babcock
Promotion Manager..............W. M. Skidmore
Program Director
and Production Manager........Don M. Butler
Publicity Director...............Edith Dare
Musical Director................Jane P. Butler
Chief Engineer...............John A. Rutherford
Director of War Programs......W. M. Skidmore

**FOR QUALITY AP!**
MIAMI—EST. 1926
NATIONAL BROADCASTING CO.
Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Isle of Dreams Broadcasting Corporation
Business Address: 600 Biscayne Blvd.
Phone Number: 3-6444
Studio Address: 600 Biscayne Blvd.
Transmitter Location: Cameo Island
Time on the Air: Weekdays, 6:00-12:05 a.m.; Sundays, 8:00-12:05 a.m.
Newspaper Affiliation: Miami Daily News
News Service: AP, INS, UP
Transcription Service: Standard Radio; Associated Music Publishers
Representative: George P. Hollingbery Co.: Harry S. Cummings

Personnel
President: D. J. Mahoney
General Manager: James M. Legate
Commercial Manager: T. O. McCullough
Promotion Manager: Martha Henriquez
Program Director: Robert Fidlar
Musical Director: Earle Barr Hanson
Chief Studio Engineer: Wilton R. Chiles

MIAMI covers this new rich market as completely as Miami's magic sun!

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager

5,000 WATTS * 610 KC * NBC

W Q A M
MIAMI—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Owned-Operated: Miami Broadcasting Co.
Address: Postal Bldg.
Phone Number: 26121
Transmitter Location: Biscayne Bay
Time on the Air: 6:30 a.m. to 1:05 a.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

Personnel
President and Commercial Manager: Fred W. Borton
Station Manager: F. W. Mizer
Promotion and Publicity Manager: Norman MacKay
Program Manager: Hazel McGuire
Chief Engineer: Edw. Davenport
Musical Director: Alaine Powell
**WKAT**  
MIAMI BEACH—EST. 1937  
BLUE NETWORK

Frequency: 1380 Kc.  
Power: 1000 Watts  
Owned-Operated By: A. Frank Katzentine  
Address: 1758 N. Bay Rd.  
Phone Number: 5-7471  
Transmitter Location: 1759 N. Bay Rd.  
Time on the Air: 6:30 a.m. to 12 midnight, Weekdays: 8:00 a.m.-12 midnight, Sundays  
News Service: Reuters; UP  
Transcription Service: AMP  
Representative: Radio Advertising Co.

**Personnel**

Owner: A. Frank Katzentine  
Station Manager and Program Director: John I. Prosser  
Commercial and Sales Promotion Manager: John I. Prosser  
Production Manager: John I. Prosser  
Publicity Director: Madeline Fullman  
Musical Director: Betty Lee Taylor  
Engineers: Tom Magee, Arthur Smith

**WTMC**  
OCALA—EST. 1939  
BLUE NETWORK  
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.  
Power 250 Watts  
Owned-Operated By: Ocala Broadcasting Co.  
Address: P.O. Box 831  
Phone Number: 128  
Studio Address: Anthony & Henry Sts.  
Transmitter Location: Anthony & Henry Sts.  
Time on the Air: 7:00 a.m. to 12:00 Midnight  
Unlimited  
Newspaper Affiliation: John H. Perry  
Newspapers:  
News Service: UP  
Transcription Service: Standard  
Representative: John H. Perry Associates

**Personnel**

President: John H. Perry  
Station and Commercial Manager: T. S. Gilchrist, Jr.  
Program Director: T. S. Gilchrist, Jr.  
Chief Engineer: Beecher Hayford  
Publicity Director: Wilma Drum

**WDBO**  
ORLANDO—EST. 1924  
COLUMBIA BROADCASTING SYSTEM  
FLORIDA NETWORK

Frequency: 580 Kc.  
Power: 5000 Watts  
Owned-Operated By: Orlando Broadcasting Co., Inc.

Business Address: 563 N. Orange Ave.  
Phone Number: 6181  
Transmitter Location: Dubsread Country Club  
Time on the Air: 24 hours daily  
News Service: UP  
Transcription Service: World Broadcasting System  
Representatives: John Blair & Co. and Harry E. Cummings

**WLOF**  
ORLANDO—EST. 1940  
BLUE NETWORK

Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Hazelwood, Inc.  
Business Address: P.O. Box 1931  
Phone Number: 8163-8164  
Studio Address: Angebilt Hotel  
Transmitter Location: Near Orlando  
Time on the Air: 7:00 a.m. to 12:00 midnight  
News Service: INS  
Transcription Service: NBC Thesaurus  
Representative: Burn-Smith Co., Inc.; Frank Cook

**WWPG**  
PALM BEACH—EST. 1941  
BLUE NETWORK—MUTUAL BROADCASTING SYSTEM

Frequency: 1340 Kc.  
Power: 250 Watts  
Owned-Operated By: Palm Beach Broadcasting Corp.  
Business Address: South Ocean Blvd.  
Phone Number: West Palm Beach 21515  
Lake Worth 500  
Transmitter Location: South Ocean Blvd.  
Time on the Air: 7:00 a.m. to Midnight  
News Service: AP  
Transcription Service: Lang-Worth

**Personnel**

President: Charles E. Davis  
Station Manager: Donald S. Greenlief  
Chief Engineer: Paul McGinty  
Commercial Manager: D. S. Greenlief  
Chief Announcer: Ben Decker
WDLP
PANAMA CITY—EST. 1940
KEYSTONE BROADCASTING SYSTEM
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
Transcription Service: Standard Radio
Representative: John H. Perry Associates

Personnel
President: John H. Perry
Station Manager: Byron Hayford
Chief Engineer: Elmer Scott
Commercial Manager: Byron Hayford
Program Director: John Thomas
Production Manager: Donnel Brookins
Publicity Director: Jack Rathbun
Chief Announcer: Elmer Scott

WCOA
PENSACOLA—EST. 1926
NATIONAL BROADCASTING CO.
Frequency: 1370 Kc. Power 1000 d.; 500 n.
Owned-Operated By: New Journal Publishing Company
Address: San Carlos Hotel
Phone Number: 4111-4112
Transmitter Location: Pensacola Bay Bridge
Time on the Air: 6 a.m.-12 Midnight
Newspaper Affiliation: New Journal Publishing Company
News Service: UP
Transcription Service: Associated Music Publishers
Representative: John H. Perry Associates

Personnel
President: John H. Perry
General and Commercial Manager: Jack Rathbun
Program Director and Production Manager: Lamar Morgan
Publicity Director: Ruth Fillingam
Chief Engineer: Bert Meade

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: Fountain of Youth Park
Phone Number: 1622
Transmitter Location: Fountain of Youth Park
Time on the Air: 6:00 a.m. to 12:05 a.m.
News Service: UP
Representative: Weed & Co.

Personnel
President: Glenn Marshall, Jr.
General Manager: J. Allen Brown
Sales and Sales Promotion Manager: J. Allen Brown
Publicity Director: Sara Prince
Program Director: (Miss) Collyer Walker
Chief Engineer: Carl Delay

WSUN
ST. PETERSBURG—EST. 1927
BLUE NETWORK
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: City of St. Petersburg
Address: Municipal Pier
Phone Number: 4747-4748
Transmitter Location: Bayview near Tampa.
Time on the Air: 24 hours daily
News Service: UP
Transcription Service: Associated Music Publishers
Representative: Weed & Company

Personnel
Station Manager: Norman E. Brown
Commercial Manager: Vera M. New
Sales Promotion Manager: Norman E. Brown
Program Director-Engineer: Louis J. Link
Production Manager: Beth McNeely
Public Relations Director: Joe McNeely
Musical Director: Edith Sexton

WTSF
ST. PETERSBURG—EST. 1939
MUTUAL BROADCASTING SYSTEM
FLORIDA MUTUAL NETWORK
Frequency: 1380 Kc. Power 1000 d.; 500 n.
Owned-Operated By: Pinellas Broadcasting Co.
Address: 470 First Avenue South
Phone Number: 8108
Transmitter Location: 35th Ave. and 4th St. North
Time on the Air: 6:55 a.m. to midnight, Sundays, 7:30 a.m. to 12 midnight
Newspaper Affiliation: St. Petersburg Times
News Service: UP and INS
Representative: William G. Rambeau Co.

Personnel
President: Nelson P. Poynter
Station Manager: Lex L. D. Herron
Traffic and Publicity Manager: Jean Allyn
Sales Promotion and Program Director: Jack Datswell
WSPB
SARASOTA—EST. 1939
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: WSPB, Inc.
Business Address: P. O. Box 1110
Phone Number: 2111-2110
Studio Address: City Island, Sarasota
Time on the Air: 7:25 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: World Broadcasting

Personnel
President: R. C. Jones, Jr.
Station Manager: John Browning
Program Director: Mrs. John B. Browning
Chief Announcer: Eric Provost
Chief Engineer: James E. Grant

WTAL
TALLAHASSEE—EST. 1943
KEYSTONE BROADCASTING SYSTEM
Owned-Operated By: Capitol City Broadcasting Corp.
Manager: Theresa M. Myers
Address: Thomasville Road
Phone Number: 2160
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service: UP
Transcription Service: Standard & Thesaurus

Personnel
President: Mrs. John H. Phipps
Station Manager: Mrs. Teresa M. Myers
Program Director: Paula M. Page
Chief Announcer: William A. Snowden, Jr.
Chief Engineer: William A. Snowden, Jr.

WDAE
TAMPA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 5000 Watts
Owned-Operated By: Tampa Times Company
Business Address: Tampa Terrace Hotel
Phone Number: M 1818
Studio Address: Tampa Terrace Hotel
Transmitter Location: Forest Hills Country Club Area
Time on the Air: 6:45 a.m. to 12:05 a.m.
Newspaper Affiliation: Tampa Daily Times
News Service: AP
Transcription Service: World Broadcasting
Representative: The Katz Agency

Personnel
Owner: Marshall Heminway
General Manager: Stephen Willis
Program Director: Larry Roller
Chief Engineer: E. Whitt MacDowell

WFLA
TAMPA—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 970 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Tampa Tribune
Address: Seminole Bldg.
Phone Number: Tampa H 1828
Transmitter Location: East Entrance, Davis Causeway, Columbus Drive
Time on the Air: 6:45 a.m. to midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: John Blair & Co.

Personnel
Station Manager: W. Walter Tison
Local Sales Manager: Bert Arnold
Production Manager: Paul M. Jones
Musical Director: Frank Grasso
Chief Engineer: Joe Mitchell
Director of War Programs: Eva Byron

WJNO
WEST PALM BEACH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WJNO, Inc.
Business Address: P. O. Box 189
Phone Number: 3638
Transmitter Location: 1415 Okeechobee Rd.
Time on the Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Tampa Daily Times
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Radio Advertising Co.

Personnel
Owner: Marshall Heminway
General Manager: Stephen Willis
Program Director: Larry Roller
Chief Engineer: E. Whitt MacDowell
Eighty years after Sherman's famous "March to the Sea", another army is marching on Georgia. This time, however, they've marched TO Georgia rather than THROUGH Georgia.

This is an army of men and women who have come to Georgia's Cities to take jobs in Georgia's industries. They like Georgia,—its climate, its people, its working conditions—and when the war is over, they're going to stay in Georgia!

The phenomenal increase in population of Georgia Cities is shown by the U. S. Bureau of Census report on changes in civilian population of metropolitan Counties, between April 1st, 1940, and March 1st, 1943, based on actual registrations for Ration Book Two.

While many American cities were showing a net loss in population, due to loss of men and women to the Armed Services—Atlanta, Albany and Columbus all showed large net gains. Bear in mind that this covers civilian population alone, and does not take into consideration the hundreds of thousands of soldiers stationed in Georgia, whose purchases swell Georgia's ever-mounting total of retail sales.

Now's the time to sell your product to Georgia's prosperous urban markets making up your list, pick stations that you concentrated coverage in Georgia Cities, where the pay-roll dollars are
W AL B
ALBANY—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1590 Kc. Power: 1000 Watts
Owned-Operated By: Herald Publishing Co.
Address: Albany, Ga.
Phone Number: 1590
Transmitter Location: Leesburg Road
Time on the Air: 6:55 a.m. to 10:20 p.m.
Newspaper Affiliation: Albany Herald
News Service: AP
Transcription Service: Associated Music Publishers
Representative: Burn-Smith Co.: Frank Cook

Personnel
President: H. T. McIntosh
Station Manager: Abner M. Israel
Commercial Manager: Mildred Hule
Promotion Director: A. M. Israel
Chief Engineer: DeForest T. Layton
Chief Announcer: Wally Jones

W G P C
ALBANY—EST. 1933
COLUMBIA BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albany Broadcasting Co.
Address: 125½ N. Jackson St.
Phone Number: 1370 to 1371
Transmitter Location: Gillionville Road
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel
President: J. W. Woodruff, Jr.
Station Manager: Margaret Kinnett
Acting Manager: J. W. Woodruff, Jr.
Program Director: Elvella Powers
Production Manager: Theora Brown
Chief Announcer: Eric Chanier
Chief Engineer: Chas. M. Kinnett

W G A U
ATHENS—EST. 1938
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: J. K. Patrick & Co.
Address: Bobbin Mill Road
Phone Number: 1741
Transmitter Location: Bobbin Mill Road
Time on the Air: 7:00 a.m. to 12:00 midnight
Transcription Service: Standard Radio

Personnel
Manager-Chief Engineer: M. C. Gorman

W AG A
ATLANTA—EST. 1937
BLUE NETWORK
Frequency: 590 Kc. Power: 5,000 Watts
Owned-Operated By: Liberty Broadcasting Corp.
Address: Western Union Bldg.
Phone Number: MAin 5101
Transmitter Location: 1299 North Druid Hills Road
Time on the Air: 5:30 a.m. to 12 midnight
News Service: AP, INS
Transcription Service: NBS Thesaurus
Representative: Headley-Reed Co.

Personnel
President: Lt. Comm. George B. Storer
Station Manager: Charles A. Smithgall, Jr.
Commercial Manager: Bob Venn
Sales Promotion and Publicity Manager: Ewald Kockritz
Program Director: John Barlett
Production Manager: John Barlett
Musical Director: Frances Wallace
Chief Engineer: Al Jones

W A T L
ATLANTA—EST. 1931
MUTUAL BROADCASTING SYSTEM
GEORGIA BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned By: Georgia Broadcasting System
Operated by: Atlanta Broadcasting Co.
Address: Henry Grady Building
Phone Number: Walnut 4377
Transmitter Location: Henry Grady Building
Time on the Air: 6:00 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Spot Sales, Inc.

Personnel
President: J. W. Woodruff, Jr.
Station Manager: J. A. Davenport
Sales Manager: Sam Kane
Program Director: Dan Hornsby
Production Manager: Larry Millert
Publicity Director: Dan Hornsby
Chief Announcer: Ted Fenster
Music Director: Cliff Cameron
Chief Engineer: R. W. Minton
HISTORY

Pioneered
in Dixie
First News cast
First Church Service
First Farm Program
First Educational Program
First Sports Broadcast,

Licensed as
WSB
on
March 15th, 1922

23 Years of Public Service
which accounts for
the largest and
most loyal audience
in Georgia

The First Choice of
The Listener
The Advertiser
The Public Servant

Future?
F M and
Television—
whatever new
develops in radio
will continue to
pioneer!

LEAVES FROM WSB'S
NOTEBOOK • 1922 TO 1945

Since the early days of earphones, WSB has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE VOICE OF THE SOUTH

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

THE ATLANTA JOURNAL STATION
AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., National Representatives
**WGST**

**ATLANTA—EST. 1929**

**COLUMBIA BROADCASTING SYSTEM**

**GEORGIA MAJOR MARKET TRIO**

Frequency: 920 Kc. Power: 5000 d.; 1000 n.

Owned By: Georgia Institute of Technology

Operated By: Radio Committee—Board of Regents, State of Georgia

Address: Forsyth Bldg.

Phone Number: Walnut 8441

Transmitter Location: Cheshire Bridge Rd.

Time on the Air: 6 a.m. to 12 midnight

News Service: AP, UP

Transcription Service: World Broadcasting System

Representative: The Katz Agency

**Personnel**

Associate Managers: Frank Gaither (Sales), John Fulton (Programs)

Production & Publicity Director: Don Naylor

Musical Director: Lola Allen Wallace

Chief Engineer: Ben Akerman

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**WSB**

**ATLANTA—EST. 1922**

**NATIONAL BROADCASTING CO.**

Frequency: 750 Kc. Power: 50,000 Watts

Owned-Operated By: The Atlanta Journal Company

Address: Biltmore Hotel

Phone Numbers: Hemlock 1045

Transmitter Location: Tucker, Ga.

Time on the Air: 5:00 a.m.-12:30 a.m. daily; 7:00 a.m.-12:30 a.m. Sunday

Newspaper Affiliation: The Atlanta Journal

News Service: AP, UP and INS


**Personnel**

Managing Director: J. Leonard Reinsch

General Manager: John M. Outler, Jr.

Sales Promotion Manager: Tom Downing

Artists’ Bureau Head: Harrison Kimball

Publicity Director: Frank Cason

Production Manager: M. K. Toolson

Musical Director: Albert Coleman

Chief Engineer: C. F. Daugherty

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**WGAC**

**AUGUSTA—EST. 1940**

**BLUE NETWORK**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By: The Twin States Broadcasting Company

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Address .................................. Augusta
Phone Number .......................... 2-2692
Transmitter Location ........................ Sand Bar Ferry, Md., Augusta, Ga.
Time on the Air .......................... 6:30 a.m. to 12 midnight
News Service .............................. AP
Transcription Service .................. NBC Thesaurus
Representative ......................... Headley-Reed Company

**Personnel**

President .................................. J. B. Fuqua
Sales Manager .............................. J. B. Fuqua
Program and Publicity .................. Steve Manderson
Chief Engineer .............................. John Lyon

**WRDW AUGUSTA—EST. 1930**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1480 Kc. Power: 5,000 Watts
Owned-Operated By ........ August Broadcasting Company
Address ............ 10th & Broad Streets, Augusta, Ga.
Phone Numbers ........... 2-8805, 8806, 8807
Transmitter Location ....... Berckmans Road
Time on the Air .......... 6 a.m. to 12 midnight:
Sundays, 7:00 a.m. to 12:00 midnight
News Service ................ UP
Transcription Service .... World Broadcasting System
Representative .......... George P. Hollingbery

**Personnel**

President ..................... Wm. K. Jenkins
Station Manager .................. W. R. Ringson
Commercial Manager .......... Thurston Bennett
Program-Publicity Director .... W. Charles Roe
Chief Announcer ............... Ben Lucas
Musical Director ............ Gil Evans
Chief Engineer ........... Harvey Aderhold

**WMOG BRUNSWICK—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

South Georgia Network

Frequency: 1490 Kc. Power: 250 d.; 100 w.
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

**Personnel**

President ..................... Mrs. Alma W. King
General and Sales Manager .... Kenneth E. White
Program Director ............ Alfreld Job
Chief Engineer ................ Kenneth E. White

**WGAA CEDARTOWN—EST. 1941**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. Power: 250 Watts
Owned By ........ Northwest Georgia Broadcasting Co.
Operated By .......... R. W. Rounsaville
Address .............. West Theater Bldg., Cavedale Rd.
Phone Number ........... 777
Transmitter Location ...... Cave Spring Rd.
Time on the Air .......... 14 hours daily
News Service ............... AP
Transcription Service ...... Keystone Broadcasting System

**Personnel**

President ........................ O. C. Lam
General Manager .......... R. W. Rounsaville
Promotion Manager ...... Mrs. R. W. Rounsaville
Program, Production and Publicity .. Dorothy Holt
Chief Announcer .................. Hall Wray
Chief Engineer ............... Clarence Landress

**WDAK COLUMBUS—EST. 1940**

**BLUE NETWORK—MBS**

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Valley Broadcasting Company
Address .............. 1028½ Broadway, Columbus, Ga.
Phone Number ........... 3-2771
Transmitter Location ...... Brick Yard Rd., Phenix City, Ala.
Time on the Air .......... 6 a.m. to midnight
News Service ............... AP
Representative .......... Headley-Reed Co.

**Personnel**

President-Owner .................. L. J. Duncan
Station Manager .............. Allen M. Woodall
Program Director .......... Dora Anna Gay
Publicity Director .......... Mrs. Walter Harvey
Chief Announcer ............... Tommy Tucker
Chief Engineer ............... Denzil Pulley

**WRBL COLUMBUS—EST. 1928**

**COLUMBUS BROADCASTING SYSTEM**

**GEORGIA BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts
Owned and Operated By .......... Columbus Broadcasting Company
Address ............. 1420 Second Avenue, Columbus, Ga.
Phone Number ........... 2-0801
GEORGIA

Transmitter Location...... 3009 1/2 Howard Ave.
Time on the Air........... 6:00 a.m. to 12:05 a.m.
Sundays: 6:30 a.m. to 12:05 a.m.
News Service................. UP
Transcription Service...... Lang-Worth
Representative.............. Spot Sales, Inc.

Personnel
President.................... J. W. Woodruff
Station Manager............. W. Helden Herrin
Commercial Manager........ W. S. Massie
Musical Director........... Gertrude Handley
Publicity Director.......... Ed Hennessy
Chief Engineer............. Albert Timms

WMJ M
CORDELE—EST. 1940
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.
Transcription Service..... Keystone Broadcasting
Representative............. Thomas F. Clarke

Personnel
Station Manager............. James S. Rivers
Commercial Manager......... R. H. Thompson
Program Director........... Tenna Powers
Publicity Director.......... James S. Rivers
Chief Announcer............ Bruce Smith
Musical Director........... George Waters
Chief Engineer............. Howard V. Harrell

WBLJ
DALTON—EST. 1940
MUTUAL & KEYSTONE
Frequency: 1230 Kc......... Power: 250 Watts
Owned-Operated By...... Dalton Broadcasting
Address..................... 111 St. Pats Street
Phone Number.............. Dalton 684
Transmitter Location...... River Bend Rd.
Time on the Air............ 6:45 a.m. to 10:00 p.m.
Representative............. Cox & Tanz

Personnel
President.................... H. C. Kenemer
Manager..................... W. V. Williams
Sales Promotion Manager... T. H. McMillan
Program Director.......... Barbara Brinkman
Production Manager........ Ed Craigmiles
Chief Announcer............ Paul Crandall
Chief Engineer............. W. C. Roberts

WGGA
GAINESVILLE—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc........ Power: 250 Watts
Owned-Operated By...... Blue Ridge Broadcasting Company
Address..................... Athens Road
Phone Number............... 1600-1601
Time on the Air............ 6:00 a.m. to 11:05 p.m.
News Service................. UP
Transcription Service...... Lang-Worth

Personnel
President.................... Charles Smithgall
Vice-President.............. H. Russ Holt
Secretary.................... E. F. MacLeod
Program and Production... Claude Putnam
Publicity Director......... James Vocalis
Director of War Programs... Mildred Thompson
Chief Engineer............. C. M. Callcott

WKEU
GRIFFIN—EST. 1934
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc........ Power: 100 Watts
Address..................... Griffin Hotel, Griffin
Time on the Air............ Daytime License
Transcription Service...... C. F. MacGregor
Representative............. Sears & Ayer, Inc.

Personnel
Manager & Owner............ A. W. Marshall, Jr.

WLAG
LA GRANGE—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc......... Power: 250 Watts
Owned-Operated By...... LaGrange Broadcasting
Address..................... 303 Broome St.
Phone Number............... 1700
Transmitter Location...... La Grange
Time on the Air............ 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation..... LaGrange News
News Service................. UP

Personnel
President.................... Roy C. Swank
Station Manager............ Edwin Mullinax
Program Director.......... Josephine Moncrief
Chief Engineer............. James McKay

WBLM
MACON—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
GEORGIA SPORTS NETWORK
Frequency: 1240 Kc........ Power: 250 Watts
GEORGIA

Owned-Operated By .......... Middle Georgia Broadcasting Company
Address .......... First National Bank Building
Phone Number .......... 2728
Transmitter Location .......... 8th & Cherry Streets
Time on the Air .......... 6 a.m. to 12 midnight; Sunday, 7:30 to 12 midnight
News Service .......... Standard
Transcription Service .......... UP
Representative .......... Joseph H. McGillvra

Personnel
President .......... Ernest D. Black
Vice President .......... E. M. Lowe
Secretary & Treasurer .......... Charles W. Pittman
General Manager .......... Charles W. Pittman
Commercial Manager .......... Walter Graham
Sales Promotion Manager .......... Harold Beaty
Production Director .......... Mary Hester Richardson
Chief Announcer .......... Harold Beaty
Director of Women's Activities and Publicity .......... Peggy Halliburton
Musical Director .......... Mary Hester Richardson
Chief Engineer .......... H. S. Goodrich

WMAZ
MACON—EST. 1922
COLUMBIA BROADCASTING SYSTEM
GEORGIA MAJOR MARKET TRIO
Frequency: 940 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... Southeastern 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, Jr.
Station Manager .......... Wilton E. Cobb
Commercial & Sales Promotion
Mgr .......... Frank Crowther
Traffic Director .......... Dorothy Small
Publicity Director .......... Wilton Cobb
Chief Announcer .......... Frank Hubbs
Musical Director .......... Albert Sanders
Director of War Programs .......... Frank Hubbs
Chief Engineer .......... George P. Rankin, William J. Bryan (Chief Trans. Op.)

WMGA
MOULTRIE—EST. 1939
KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Frank R. Pidcock, Sr.
Address .......... Box 310, Moultrie
Phone Number .......... 999
Transmitter Location .......... Moultrie
Time on the Air .......... 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .......... Standard
Transcription Service .......... UP

Personnel
Owner .......... Frank R. Pidcock
Manager .......... John F. Pidcock
Commercial Manager .......... James M. Wilder
Program Director .......... Mrs. D. E. Stringfield
Chief Engineer .......... James Wilder
Chief Announcer .......... Wendell Adams

WRGA
ROME—EST. 1929
Frequency: 1490 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Rome Broadcasting Corp.
Address .......... National City Bank Building
Phone Number .......... 6589-7737
Transmitter Location .......... Seventh Ave., Rome
Time on the Air .......... Unlimited license

Personnel
President .......... John W. Quarles
Gen'l Mgr. & Treasurer .......... Happy Quarles
Sales Manager .......... Lamar Talley
Program Director .......... George Eubanks
Director of War Programs .......... George Eubanks
Chief Engineer .......... Doc Williams

WSAV
SAVANNAH—EST. 1939
NATIONAL BROADCASTING CO.
ATLANTIC SPORTS NETWORK
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By .......... WSAV, Inc.
Address .......... Liberty National Bank Building
Phone Number .......... 5600
Transmitter Location .......... East President Street
Time on the Air .......... 7 a.m. to 12:05 a.m.
News Service .......... AP
Transcription Service .......... Associated Music Publishers
Representative .......... George P. Hollingbery

Personnel
President .......... Harben Daniel
Station Manager .......... Harben Daniel
Commercial Manager .......... N. W. Brandon (U. S. Army)
Sales Promotion Manager .......... L. H. Theismar
Program Director .......... Gibson Jackson
Director of War Programs .......... Alberta Robertson
Production Manager .......... Gibson Jackson
Publicity Director .......... L. H. Theismar
Musical Director .......... Ruth Christiansen
Chief Announcer .......... Francis Harden
Chief Engineer .......... Meredith Thompson
WTOC
Savannah—Est. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. .... Power: 5000 Watts
Owned By: Savannah Broadcasting Company
Operated By: Savannah Broadcasting Co.
Address: 516 Abercorn Street
Phone Number: 20127-28-29
Transmitter Location: Central Junction
Time on the Air: 6:00 to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: Lang-Worth; Standard Radio
Representative: The Katz Agency

WPAX
Thomasville—Est. 1934
THOMASVILLE—EST. 1934
Frequency: 1240 Kc. .... Power: 250 Watts
Owned-Operated By: Wimpy Radio
Address: 117 Remington Avenue
Phone Number: 909
Transmitter Location: 117 Remington Avenue
Time on the Air: 7:30 a.m. to 10:00 p.m.

WRAL
Toccoa—Est. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By: R. G. LeTourneau
Address: Prather Bridge Road
Phone Number: 1751
Transmitter Location: Prather Bridge Road
Time on the Air: 6:00 a.m. to 11:00 p.m. weekdays; 8:00 a.m. to 11:00 p.m. Sundays
News Service: UP
Transcription Service: Lang-Worth; BMI; Keystone

WGOV
Valdosta—Est. 1940
MUTUAL BROADCASTING SYSTEM
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By: E. D. Rivers
Address: Valdosta, Ga.
Phone Numbers: 1420; 1421
Transmitter Location: Valdosta, Ga.
Time on the Air: 7:00 a.m. to midnight
News Service: UP
Representative: The Walker Co.

WAYX
Waycross—Est. 1936
KEYSTONE BROADCASTING SYSTEM
SOUTH GEORGIA NETWORK
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By: Jack Williams
Address: 620 Plant Avenue
Phone Number: 965
Transmitter Location: Waycross
Time on the Air: 7 a.m. to midnight
Newspaper Affiliation: Waycross Journal-Herald

WRLD
West Point—Est. 1944
BLUE
Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Operated By: Valley Broadcasting Co.
Address: Gen. Tyler Hotel Bldg.
Phone Number: 173 or 437
Studio Address: Gen. Tyler Hotel Bldg. and Cherry St., Lanett, Ala.
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: World Broadcasting System
Representative: Headley-Reed

Personnel

WTOC
President and Station Mgr.: W. T. Knight, Jr.
Sales-Merchandising Manager: Bill Smart
Local Sales Mgr.: Ben Williams
Program Director: Ben Quick
Production Manager: Dwight James Bruce
Musical Director: Jean Wallace
Chief Engineer: Claude M. Gray

WPAX
Station Manager: H. Wimpy
Commercial Manager: Al Feinberg
Chief Announcer and Engineer: James W. Poole

WRAL
Owner: R. G. LeTourneau
General and Commercial Manager: Virgile E. Craig
Program Director: Wm. S. Kilgore

WGOV
Owner: E. D. Rivers
Station Mgr.: Mrs. E. D. Rivers
Sales Manager: W. R. Link
Chief Engineer: James W. Stewart

WAYX
President: Jack Williams
Station Manager: John J. Tobola
Program Director: R. C. Tobola
Chief Engineer: John J. Tobola

WRLD
Chief Partner & Gen. Mgr.: L. J. Duncan
Sales Manager: Allen Woodall
Program Director: Frances Ledbetter
Production and Publicity: Francis Harden
Chief Engineer: Dige Bishop
Record Master of Ceremony: Dick Fennell
KIDO
BOISE—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1380 Kc. Power: 2500 d.; 1000 n.
Owned By .................. G. M. Phillips
Operated By .................. G. M. Phillips
Address .................. Hotel Boise
Phone Numbers ............... 660; 661; 682
Transmitter Location .4½ miles northwest of City
Time on the Air: 6:00 a.m. to 12:00 midnight
News Service .................. UP and AP
Transcription Service . World Broadcasting System
Representative ............... John Blair & Company

Personnel
President .................. G. M. Phillips
Commercial and Sales Promotion
Manager .................. Boyd Braithwaite
Station Manager ............... Walter E. Wagstaff
Chief Announcer .................. Billy Phillips
Production Manager .................. George D. Snell
Publicity Director .......... John A. Castelevens
Chief Engineer .................. James Johntz

KID
IDAHO FALLS—EST. 1928
KEYSTONE BROADCASTING SYSTEM
Frequency: 1350 Kc. Power: 5000 d.; 500 n.
Owned-Operated By .................. KID Broadcasting Co.
Address .................. KID Building
Phone Number .................. 3-4
Transmitter Location .................. Ammon Road
Time on the Air .................. 6:00 a.m. to 11:00 p.m.

Personnel
President .................. Walter Bauchman
General & Nat'l Sales Manager .................. Frank McIntyre
Assistant & Local Sales Manager .................. Leonard Wasden
Sales Promotion Manager .................. Leonard Wasden
Program Director .................. Harry J. Woodle
Production Manager .................. Gene Ackerly
Publicity Director .................. Frank McIntyre
Chief Announcer .................. Gene Ackerly
Artists Bureau .................. John Sinclair
Musical Director .................. Dick Barber
Chief Engineer .................. C. N. Layne

KRLC
LEWISTON—EST. 1935
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .................. H. E. Studebaker
Address .................. Lewis-Clark Hotel Building
Phone Number .................. 1950
Transmitter Location .................. Lewiston Orchards
Time on the Air: 7:00 a.m.-11:00 p.m.
News Service .................. UP
Transcription Service. World Broadcasting System; Longworth Feature Programs
Representative ............... Howard H. Wilson Co.

Personnel
Owner .................. H. E. Studebaker
Station Manager .................. Donald A. Wise
Commercial Manager .................. Donald Thomas
Chief Engineer .................. Milton MacLaffertv

KFXD
NAMPA—EST. 1929
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .................. Frank E. Hurt
Business Address .................. 1024 Twelfth Ave., South
Phone Number .................. 1200
Studio Addresses: 1024 Twelfth Ave., South;
8th & 6 Grant, Caldwell, Idaho
Transmitter Location ............... 1024 Twelfth St., South;
Radio Sta. KSL, Salt Lake City, Utah
Time on the Air .................. 6 a.m.-10 p.m.
News Service .................. UP-AP
Transcription Service. NBC Thesaurus: Lang-Worth

Personnel
Owner .................. Frank E. Hurt
Program Director .................. Nancy Buehler
Chief Engineer .................. Edward Hurt

KSEI
POCATELLO—EST. 1926
NATIONAL BROADCASTING CO.
Owned-Operated By .................. Radio Service Corporation
Address .................. Pocatello
Phone Number .................. 960
Transmitter Location .................. Pocatello
Time on the Air: 6 a.m. to 11 p.m.; Sundays
8:30 a.m. to 11 p.m.
News Service .................. UP
Transcription Service .................. Standard
Representatives .................. The Walker Co. (East);
Homer Owen Griffith (West)
Personnel

President ............... O. P. Soule
Vice-Pres.-General Manager. Henry H. Fletcher
Program Director .......... Ruth A. Fletcher
Publicity Director .......... Olive M. Leeney
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 .......... Unlimited license
News Service .......... UP
Transcription Service .......... Standard Library
Representatives .......... The Walker Co.; Homer Owen Griffith

Program Director and Chief Announcer ........ Charles S. Crabtree
Musical Director .......... Anton Guyer
Chief Engineer .......... Franklyn Ver Cox
Publicity Director .......... Eloise Webb
Artists Bureau .......... Victor Bruno
Record Master of Ceremonies .......... V. L. Philippet

KWAL
WALLACE—EST. 1939
KEYSTONE BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By .......... Silver Broadcasting Co.
Operated By .......... R. G. Binyon
Address .......... Tabor Bldg.
Phone Number .......... 330
Transmitter Location .......... Wallace
Time on the Air .......... Unlimited Time
Transcription Service .......... Keystone Broadcasting System; Standard Radio; Associated Music Publishers

General Manager .......... R. G. Binyon
Asst. Manager .......... W. Mondell Spencer
Sales Promotion-Commercial Manager .......... Howard Olson
Program Director .......... Turner Dreher
Production Manager .......... E. Camey
Chief Announcer .......... W. Mondell Spencer
Chief Engineer .......... Arvo Haapanen
In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

The station most people listen to most

670 ON YOUR DIAL—50,000 WATTS

REPRESENTED BY NBC SPOT SALES
**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
Program-Musical Director: Dorothy O'Brien
Dir. of War Programs: Dorothy O'Brien
Publicity and Production Director: Jeanne Doran
Chief Announcer: J. T. Hankinson
Supervising Engineer: Vincent Cofey
Chief Engineer: Phillip Olson

**WCAZ**

**CARTHAGE—EST. 1921**

Frequency: 1080 Kc. Power: 250 Watts
Owned-Operated By: Superior Broadcasting Service, Inc.
Business Address: Carthage
Phone Number: S20
Studio Address: Carthage, Macomb, Ill.
Transmitter Location: Carthage
Time on the Air: Daytime to local sunset
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Thomas F. Clark Co., Inc.

**Personnel**

President: Bob Compton
Station Manager: John Palmer

**WJBC**

**BLOOMINGTON—EST. 1924**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: A. M. McGregor, Hugh L. Gately & D. C. McGregor
Business Address: 209 E. Washington
Phone Number: 535
Transmitter Location: West Gregory Ave., Normal, Ill.
Time on the Air: Unlimited license
Transcription Service: World
Representative: Sears and Ayer, Inc.

**Personnel**

Director: A. M. McGregor
Commercial Manager: Hugh L. Gately

**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, 8 a.m. to 9 p.m.
News Service: UP

**WAAF**

**CHICAGO—EST. 1922**

Frequency: 950 Kc. Power: 1000 Watts
Owned-Operated By: Drover's Journal Publishing Co.
Address: Palmer House
Phone Number: Randolph 1932
Transmitter Location: 1001 Exchange Ave.
WCFL - CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100% Reception

You Get Your Money's Worth at WCFL CHICAGO

THE VOICE OF LABOR

Accepted Interpretation of the News by...

Martin Agronsky
Baukhage
Walter Kiernan
Richard Harkness
Dr. Schacher

Currently Featured:

Metropolitan Opera Breakfast Club
Ladies Be Seated Appointment with Life
London Calling Lies from Tokyo
Transatlantic Quiz Land of the Lost
Atlantic Spotlight Harry Wismer's Sports Review
Coast to Coast on a Bus
Soldiers with Wings Boston Symphony Orchestra

Programs expertly styled for listening pleasure and Sales Appeal
Newspaper Affiliation...........Drovers Journal Publishing Co., Inc.
Time on the Air........6:30 a.m. to local sunset
News Service...............UP, AP, Transradio
Transcription Service.......Standard Radio
Representative...............George P. Hollingbery Co.

Personnel
President....................Ward A. Neff
Station and Commercial Manager...............Bradley R. Eidmann
Sales Promotion Manager.......Nicholas Frank
Production Manager...........Russell Ryan
War Program Director.........Cynthia Coyle
Chief Engineer................Carl Uhrlrich
Musical Director...............Helen Colton
Chief Announcer..............Russell Ryan
Record MC....................Paul Dixon

W A I T
CHICAGO—EST. 1923
Frequency: 820 Kc........Power: 5000 Watts
Owned-Operated By........Radio Station WAIT
Address......................360 N. Michigan Avenue
Phone Number...............6060
Transmitter Location........Church Road, Elmhurst, Ill.
Time on the Air...........Local sunrise to sunset:
Dallas, Texas
News Service...............UP
Transcription Service.......AMP
Representative............Howard Wilson Co.

Personnel
Managing Director.............Gene T. Dyer
Station Manager..............Joseph Rudolph
Commercial Manager..........Joseph J. Rudolph
Program Director and Chief Announcer........Linn Burton
Sales Promotion Manager.....George Provol
War Program Director........Joseph Rudolph
Musical Director...........Elizabeth Hinzman
Chief Engineer...............E. W. Jacker
Record MC...................Tom Moore

W B B M
CHICAGO—EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 780 Kc........Power: 50,000 Watts
Owned-Operated By........The Columbia Broadcasting System, Inc.
Address......................410 North Michigan Ave.
Phone......................Whitehall 6000
Transmitter Location.......Itaska, Ill.
Time on the Air...........5:30 a.m. to 1:30 a.m.; Sundays, 7:00 a.m. to 1:30 a.m.
News Service...............UP; INS; UP
Transcription Service.......Lang-Worth, World, Associated Recorded Program Service
Representative...............Radio Sales

Personnel
Vice-President in Charge of Western Division........H. Leslie Atllass
Station Manager............J. L. Van Volkenburg
Commercial Manager........E. H. Shomo
Sales Promotion Manager....Jonathan Snow
Program Director...........Walter J. Preston
Dir. of War Programs........Walter J. Preston
Production Manager.........Fred Killian
Dir. of Press Information...Don Kelley
Musical Director...........Caesar Petrillo
Chief Announcer............Val Sherman
Chief Engineer.............J. J. Beloungy

W C F L
CHICAGO—EST. 1926
NATIONAL BROADCASTING CO.
BLUE NETWORK
Frequency: 1000 Kc........Power: 10000 Watts
Owned-Oper. By........Chicago Federation of Labor
Address......................666 Lake Shore Drive
Phone Number...............Superior 5300
Transmitter Location......Downers Grove, Illinois
Time on the Air...........6:00 a.m. to 12:00 Midnight;
Sundays, 8:00 a.m. to 12 Midnight.
News Service...............UP
Transcription Service.......World Broadcasting System
Representative...............The Katz Agency

Personnel
President.................John Fitzpatrick
Commercial and Sales Manager...M. B. Wolens
Program Director........Howard Keegan
Station Manager...............Howard Keegan
Sales Promotion Manager......Melvin B. Wolens
Director of War Programs.....Howard Keegan
Production Manager........Howard Keegan
Publicity Director..........Melvin B. Wolens
Chief Announcer...........Roy Franklyn
Musical Director...............Jack Kelly
Chief Engineer...............Richard Pappin

W C R W
CHICAGO—EST. 1926
Frequency: 1240 Kc........Power: 100 Watts
Owned-Operated By........Clinton R. White
Address......................2756 Pine Grove Ave.
Phone Number...............Diversey 4440
Transmitter Location.......2756 Pine Grove Ave.
Time on the air...........11 a.m. to 2 p.m. nd 5 p.m. to 7 p.m.

Personnel
Owner........................Clinton R. White

W E D C
CHICAGO—EST. 1926
Frequency: 1240 Kc........Power: 250 Watts
Owned-Operated By........Emil Denemark, Inc.

407
Through this medium of communication flows a constant stream of human action and emotion expressed in the shape of news—music—sports—drama—comedy—pathos—science—homemaking—mystery—and all things affecting and reflecting the lives of a host of faithful WGN listeners.

Since 1924 Radio and WGN have been synonymous in the Midwest.

WGN is truly the radio institution that evolved into the Voice of The People.

A Clear Channel Station

CHICAGO II
50,000 WATTS

ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
Edward S. Townsend Co., Russ Building, San Francisco, Cal.
**ILLINOIS**

**WGN**

**CHICAGO—EST. 1932**

**MUTUAL**

Frequency: 720 Kc.  Power: 50000 Watts  
Owned-Operated By: WGN, Inc  
Address: 441 N. Michigan Ave.  
Phone Number: Superior 0100  
Transmitter Location: Roselle, Illinois  
Time on the Air: 5:30 a.m. to 1:05 a.m.; Saturdays, 5:30 a.m. to 1:35 a.m.; Sundays, 8 a.m. to 1:05 p.m.  
Newspaper Affiliation: The Chicago Tribune  
News Service: AP, UP, Chicago Tribune  
Transcription Service: World Broadcasting System; Associated Music Publishers and Standard Radio  
Representative: WGN, Inc. (N. Y.)

**Personnel**

President: Col. Robert R. McCormick  
Station Manager: Frank P. Schreiber  
Commercial Manager: William A. McGuiness  
Program Director: Buckingham W. Gunn  
Publicity Director: Dale O'Brien  
Production Manager: Lewis B. James  
News Editor: Tom Foy  
Farm Director: Holland Engle  
Musical Director: Henry Weber  
Chief Engineer: George Lang

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**WEND**

**CHICAGO—EST. 1925**

**BLUE NETWORK**

Frequency: 890 Kc.  Power: 50000 Watts  
Owned-Operated By: Blue Network Co.  
Address: Delaware 1900  
Phone Number:  
Transmitter Location: Tinley Park, Ill.  
Time on the Air: Monday thru Saturday, 6:30-7:00 p.m.; Monday thru Friday, 3:00 p.m.-6:00 p.m. and 800 p.m.-1:00 a.m.; Saturday, 3:00 p.m.-6:00 p.m and 12:00 Midnight-100 a.m.; Sunday, 12:00 Noon to 7:00 p.m. and 8:00 p.m.-1:00 a.m.  
News Service: AP; INS; UP  
Transcription Service: Standard Radio

**Personnel**

President: Mark Woods  
Advertising and Sales Promotion Manager: E. J. Huber  
Chief Announcer: F. Edmund Kasser  
Publicity Director: Ell Henry  
Production Manager: Maurice Wetzel  
Sales Manager: Roy McLaughlin  
Director of Public Service Programs: Robert White  
Chief Engineer: E. C. Horstman  
Station Manager: Roy McLaughlin  
Program Director: Gene Rouse  
Artists Bureau: L. E. Douglass  
Musical Director: Rex Maupin

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**WGES**

**CHICAGO—EST. 1924**

Frequency: 1390 Kc.  Power: 50000 Watts  
Owned and Operated: Radio Station WGES  
Address: 14 N. Western Ave.  
Phone Number:  
Transmitter Location: 8601 So. Kedzie Ave.  
Time on the Air: 7:00 a.m. to 12:00 midnight  
News Service: UP  
Transcription Service: World

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**WIND**

**CHICAGO—EST. 1927**

Frequency: 560 Kc.  Power: 50000 Watts  
Owned-Operated By: Johnson-Kennedy Radio Corp.  
Business Address: 230 North Michigan Ave.  
Phone Number: State 4176  
Transmitter Location: Black Oak, Ind.  
Time on the Air: 24 Hours a Day  
News Services: AP, INS, UP  
Transcription Service: Standard Representative

**Personnel**

President-Owner: John A. Dyer  
Commercial Manager: E. M. Hinzman  
Sales Promotion Manager: E. M. Hinzman  
Program Director: Herbert Rudolph  
Musical Director: John Van Kanegon  
Dir. of War Program: Herbert Rudolph  
Production Manager: Herbert Rudolph  
Publicity Director: M. V. Baker  
Chief Announcer: Robert Zelens  
Chief Engineer: George Lang

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President-Owner: Ralph L. Atlass  
Station Manager: Ralph L. Atlass  
Sales Manager: John T. Carey  
Sales Promotion Manager: John T. Carey  
Program Director: Fred Willson

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Microphones at Work in Midwest America

“We’ll be there” is the phrase heard over four states, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new. It might be possible, in this entire yearbook to picture every WLS special broadcast of 1944. On this one page, we can only suggest a very few highlights. Basically, it is the WLS policy to cover every part of the vivid life in Midwest America; to bring our listeners all the voices that can inspire, entertain or help. This policy, in practice more than twenty years, has built an audience that LISTENS and ACTS! WLS microphones are at work in Midwest America. Put them to work for YOU. Find out why we say so often: WLS GETS RESULTS!
ILLINOIS

WJJD

CHICAGO—EST. 1932

Frequency: 1160 Kc. Power: 20000 Watts
Owned-Operated By: WJJD Incorporated
Address: 230 North Michigan Ave.
Phone Number: STAte 5466
Transmitter Location: Box 286 G, Desplaines, Illinois
Time on the Air: 4 a.m. to sundown, Salt Lake City

Transcription Service ................. World
Newspaper Affiliation ................. Chicago Sun
News Service ................. AP, UP
Representative ................. Paul H. Raymer Co.

Personnel

President and Station Manager .... Marshall Field
Station Manager ........... H. Leslie Alloss
Artists' Promotion Manager .... Bob Ward
Commercial Manager .......... Fred G. Harms
Musical Director ................. Ken Nelson
Publicity Director ................. Bob Ward
Chief Engineer .................. Walter Myers
Program Director ................. Randy Blake
Dir. of War Programs .......... Randy Blake
Chief Announcer ................. Don Doolittle

WLS

CHICAGO—EST. 1924
BLUE NETWORK

Frequency: 890 Kc. Power: 50000 Watts
Owned-Operated By: Agricultural Broadcasting Co.
Address: 1230 W. Washington Blvd.
Phone Number: Monroe 9700
Transmitter Location: Tinley Park, Ill.
Time on the Air: Sat., 5:00 a.m.-3:00 p.m.; and 6:00 p.m.-12:00 a.m.; Mon. thru Fri., 5:00 a.m.-3:00 p.m. and 6:00 p.m.-8:00 p.m.; Sun., 8:00 a.m.-12:00 p.m. and 7:00 a.m.-8:00 p.m.
News Service ................. AP, UP, Transradio
Transcription Service .......... Standard
Representative ................. John Blair & Co.

Personnel

President .................. Burridge D. Butler
Station Manager .......... Glenn Snyder
Commercial Manager ...... Charles M. Freeman
Artists' Bureau Head ...... George Ferguson
Farm Program Director .... Arthur C. Page
News Editor ................. Julian Bentley
Production Manager ........ Al Boyd
Musical Director .......... Ozzie Westley
War Program Director .... Harold A. Safford
Chief Engineer ............. Thomas L. Rowe
Sales Promotion ............. Don Finlayson

WMAQ

CHICAGO—EST. 1922
NATIONAL BROADCASTING CO.

Frequency: 670 Kc. Power: 50000 Watts
Owned-Operated By: National Broadcasting Co., Inc.
Address: 222 North Bank Drive
Phone Number: Superior 8300
Transmitter Location: Elmhurst, Ill.
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 8:00 a.m. to 1:00 a.m.
News Service ................. AP, INS, UP
Transcription Service .......... NBC Thesaurus
Standard Radio
Representative ................. National Broadcasting Co.

Personnel

President .................. Niles Trammell
V-P, WMAQ Mgr. .......... Harry C. Kopf
Division Engineer .......... Howard C. Luttgens
Supervisor of Music Library .... D. A. Marcotte
Night Manager ................. H. D. Livesey
Special Events Director .... William B. Ray
Station Relations Mgr. ........ A. W. Kasey
Chief Announcer ............... William Kephart

WJJD

20,000 WATTS

CHICAGO
Publicity Director ........................ Jack Ryan
Continuity Editor ........................ William Murphy
Production Manager .................... Arthur Jacobson
Sales Manager .......................... Oliver Morton
Business Manager ...................... John F. Whalley
Program Manager ..................... Jules Herbuveaux
Advertising and Sales Promotion Manager.  Emmans C. Carlson
Musical Director ........................ Roy Shield
Director of Public Service Programs .... Judith Waller

WMBI

CHICAGO—EST. 1926

Frequency: 1110 Kc.  Power: 5000 Watts
Owned-Operated By ........................ The Moody Bible Institute of Chicago
Address ................................. 153 Institute Place
Phone Number ........................... Michigan 1570
Transmitter Location .................... Addison, Ill.
Time on the Air: Limited time with WBT: 72 to 891/2 hours weekly
News Service ............................ UP
Transcription Service .................... NBC Thesaurus

Personnel

Station Manager .......................... H. Coleman Crowell
Program Director ......................... Rev. Wendell P. Loveless
Dir. of War Programs ..................... Robert H. Parsons
Production Mgr .......................... Robert H. Parsons
Publicity Director ........................ Russell Hill
Musical Director ........................ Don P. Hustad
Chief Engineer .......................... A. P. Frye

(The Moody Bible Institute of Chicago also operates station WDL.M.)

WSBC

CHICAGO—EST. 1925

Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ........................ Radio Station WSBC
Address ................................. 2400 West Madison St.
Phone Number ........................... Monroe 9060
Transmitter Location .................... 2400 West Madison St.
Time on the Air: 6 to 8:30 a.m., 10 to 11 a.m.,
2 to 3:30 p.m., 8 to 10 p.m. and 11 to 12 p.m.
News Service ............................ UP
Transcription Service .................... Associated Music Publishers

Personnel

Station Manager .......................... Robert O. Miller
Commercial Manager ..................... Julius Miller
Sales Promotion Manager ............... Julius Miller
Program Director ........................ Robert O. Miller
Dir. of War Programs .................... Robert O. Miller
Musical Director ........................ Arnold B. Miller

WDAN

DANVILLE—EST. 1938

COLUMBIA BROADCASTING SYSTEM

Frequency: 1490 Kc.  Power: 250 Watts
Owned By ............................... Northwestern Publishing Co.
Operated By ............................. Danville Commercial News
Address ................................. 17-19 W. North St.
Phone Number ........................... 1000
Transmitter Location .................... E. Woodlawn and Washington Ave.
Time on the Air ........................ 7 a.m. to 10:15 p.m., Mon. to Sat.; Sun., 8 a.m.-10:15 p.m.
Newspaper Affiliation ................. Danville Commercial News

Personnel

President and General Manager ....... E. C. Hewes
Commercial Manager ..................... Robert J. Burrow
Program Director ........................ Cody Noble Chapman
Chief Announcer ........................ Francis Hourigan
Chief Engineer .......................... Ted Magin
Publicity Director ........................ Bette Austin
Musical Director ........................ Bette Austin
Chief Engineer .......................... Ted G. Magin
Publicity Director ........................ Honore Ronan

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: 8 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
Newspaper Affiliation ................. Decatur Herald, Decatur Review

Personnel

Acting President and General Manager ...... Edward Lindsay


WTV

EAST ST. LOUIS—EST. 1935
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Mississippi Valley Broadcasting Co., Inc.
Address: Broadview Hotel, 5th and Broadway
Phone Number: East 4390 and Bridge 3424
Transmitter Location: Broadview Hotel, 5th and Broadway
Time on the Air: 6:30 a.m. to 1:05 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service: INS Representative: Sears & Ayer, Inc.

Personnel
President-General Manager: Carlin S. French
Commercial Manager: Frank J. Prendergast
Sales Promotion Manager: Thomas Riggs
Program Director: Agnes Mites
Publicity Director: Michael Henry
Musical Director: William Hart
Chief Announcer: Bob Terry
Chief Engineer: Erle White
Record MC: Bob Baker
Dir. of War Programs: Agnes Mites
Production Manager: Michael Henry

WGIL

GALESBURG—EST. 1938
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Galesburg Broadcasting Co.
Address: Hill Arcade
Phone Number: 4626 Main
Transmitter Location: Hill Arcade
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio Representative: Sears & Ayer

Personnel
General Manager: Rollin B. Laughner, Jr.

WEBQ

HARRISBURG—EST. 1923
KEYSTONE BROADCASTING SYSTEM
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

Personnel
Station Manager: I. M. Taylor
Program-Musical Director: Mary Downen
Production Manager-Publicity Director: Bill Bailey
Chief Engineer: Joseph R. Tate
Sales Promotion Mgr: Bernie Smith
Dir. of War Programs: Inglis M. Taylor
Chief Announcer: Bill Bailey

WJPF

HERRIN—EST. 1940
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Orville W. Lyerla
Address: Herrin
Phone Number: 382 and 383
Transmitter Location: Herrin
Time on the Air: 6 a.m. to 10:15 p.m.
News Service: World
Transcription Service: Universal

Personnel
President: Orville W. Lyerla
Station and Commercial Manager: Charles R. Cook
Production Manager: Betty Kinler
Chief Announcer: Ellis Joe
Chief Engineer: Marian F. Sawyer

WLDS

JACKSONVILLE—EST. 1942
KEYSTONE BROADCASTING SYSTEM
Frequency: 1180 Kc. Power: 250 Watts
Owned-Operated By: Stephenson, Edge & Korsmeyer
Address: Fox-Illinois Theater Bldg.
Phone Number: 1180
Transmitter Location: 1 1/2 miles east of Jacksonville
Time on the Air: Daytime license
News Service: UP
Transcription Service: Standard Radio

Personnel
General Manager: E. J. Korsmeyer

WCLS

JOLIET—EST. 1923
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WCLS, Inc.
Address: 601 Walnut St.
Joliet & 362 E. Court St., Kankakee
Phone Number: Joliet 4761
Transmitter Location: Joliet
Time on the Air: Unlimited
Transcription Service: Associated Music Publishers
ILLINOIS

Personnel

President ........................................ Walter Ashe
General Manager ............................ Robert L. Bowles
Station Manager ............................ Robert M. Holt
Commercial Manager ......................... Robert L. Bowles
News Editor ...................................... Ted Blair
Chief Engineer ................................... Lester DeCosta

WMBD
PEORIA—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1470 Kc  Power: 5000 d.; 1000 n.
Owned-Operated By ............ Peoria Broadcasting Company
Address .................. 200 Alliance Life Bldg.
Phone Number .................. 7133
Transmitter Location .......... Highway No. 29, halfway between Peoria and Pekin
Time on the Air: 5:30 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
News Service ..................... UP
Transcription Service .......... World Broadcasting System
Representative ................. Free & Peters, Inc.

Personnel

President and Manager .......... Edgar L. Bill
Sales Manager .................. Hugh K. Boice, Jr.
Promotion Manager ............... James Kyler
Program Director .................. Vernon Nolte
Publicity Director ............... James Kyler
Chief Announcer .................. Paul Ruhle
War Program Director ............. Fred Leo
Artists Bureau .................. Vernon Nolte
Musical Director .................. Harold Osborne
Chief Engineer ................... Ted 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., 510 Main St.
Phone Number .................. 6200
Transmitter Location .......... Quincy Gardens
Time on the Air: 6 a.m. thru 12:05 a.m.
News Service ..................... UP; AP
Transcription Service .......... Lang-Worth, Standard
Representative .................. The Katz Agency

Personnel

President .................. Lee Loomis
Secretary-Treasurer ............... Frank Eighmey
Station Manager ................. Walter J. Rothschild
Asst. Manager .................. Nancy Halsor
Program Director ................. C. Arthur Filer
Dir. of War Programs ............. C. Arthur Filer
Production Manager ............. Dick Faler
Chief Announcer ................. Dick Faler
Musical Director .................. Jean Fessler
Chief Engineer ................... J. E. Gray

WROK
ROCKFORD—EST. 1923
BLUE NETWORK
Frequency: 1440 Kc  Power: 1000 d. 500 n.
Owned-Operated By .......... Rockford Broadcasters, Inc.
Address .................. News Tower
Phone Number .................. Main 5632
Transmitter Location .......... Kilburn Ave. Rd.
Time on the Air: 6 a.m. to midnight
Newspaper Affiliation .......... Rockford Morning Star, Rockford Register Republic
News Service ..................... UP
Transcription Service .......... World Broadcasting System
Representative .................. Headley-Reed Co.

Personnel

President-Owner .......................... Albert G. Simms
General Manager .................. Walter Koessler
Comm. Manager .................. John J. Dixon
Program Director .................. Morey Owens
Promotion Director .................. Wm. H. Traum
Chief Engineer .................. Maurice H. Nelson

WHBF
ROCK ISLAND—EST. 1925
MUTUAL BROADCASTING SYSTEM
Frequency: 1270 Kc  Power: 5000 Watts

THE only STATION THAT WILL DO A JOB FOR YOU IN ROCKFORD

WROK
ILLYNOIS

WROK
1000 Watts

Blue NETWORK

\( \checkmark \) with HEADLEY-REED

414
ILLINOIS

Owned-Operated By .......... Rock Island Broadcasting Co.
Business Address .......... 1800 Third Ave.
Phone Number .......... 917, 918 and 919
Studio Addresses ......... 1800 Third Ave., Fifth Ave., Bldg., Moline
Transmitter Location ......... 23rd Ave. and 52 St., Moline, Ill.
Time on the Air ......... 6 a.m. to 1:00 a.m.; Sundays, 8 a.m. to 1:00 a.m.
Newspaper Affiliation ......... The Rock Island Argus
News Service .......... AP, UP, Transradio
Transcription Service .......... Standard Radio.
Lang-Worth, NBC Thesaurus
Representative .......... Howard H. Wilson Company

Personnel

President .......... John W. Potter
Station Manager .......... L. C. Johnson
Sales Manager .......... Maurice Corken
Publicity Director .......... Francis J. Kennedy
Ass’l Program Director .......... Forest W. Cooke
Sales Promotion Manager .......... Ted Arnold
Chief Engineer .......... Robert J. Sinnett
Dir. of War Programs .......... Forest W. Cooke
Musical Director .......... John Gilbert

WCBS
SPRINGFIELD—EST. 1922
BLUE NETWORK

Frequency: 1450 Kc .......... Power: 250 Watts
Operated By .......... WCBS, Inc.
Address .......... 523 E. Capital
Phone Number .......... 9855
Transmitter Location .......... 2200 S. 6th
Time on the Air .......... 18 hrs. daily
Newspaper Affiliation ......... Illinois State Journal
News Service .......... AP
Representative .......... Sears & Ayer, Inc.

Personnel

President and Chief Engineer .......... Harold L. Dewing
Station and Commercial Manager .......... Carroll W. Neeld
Program Director .......... John C. Geil
Sales Promotion-Publicity Director .......... Carroll W. Neeld
Musical Director .......... John Geil
Chief Announcer .......... Ken Spengler

WTAX
SPRINGFIELD—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc .......... Power: 100 Watts
Operated-Operated By .......... WTAX, Inc.
Business Address .......... 204 Reisch Bldg.
Phone Number .......... 2-4441
Studio Address .......... 117-119 S. 5th St.
Transmitter Location .......... 117-119 S. 5th St.
Time on the Air .......... 6:00 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service .......... AP
Transcription Service .......... Associated Music Publishers
Representative .......... Weed & Co.

Personnel

President and Manager .......... Jay A. Johnson
Program Director .......... Gladys McGrew
Chief Engineer .......... Eli Swaringen
Sales Manager .......... Jay A. Johnson
Dir. of War Programs .......... Jay A. Johnson
Publicity Director .......... Bonnie Baker
Chief Announcer .......... Randall Furnace
Musical Director .......... Betty Cole

WDZ
TUSCOLA—EST. 1921

Frequency: 1050 Kc .......... Power: 1000 Watts
Owned-Operated By .......... WDZ Broadcasting Company
Address .......... Star Building
Phone Number .......... 98 and 153
Transmitter Location .......... Intersection of U. S. Highways 38 and 45
Time on the Air .......... 7:00 a.m. to Local Sunset
Transcription Service .......... Lang-Worth
Representative .......... Howard H. Wilson Co.

Personnel

General Manager .......... Walter C. Schafer

WILL
URBANA—EST. 1922

Frequency: 580 Kc .......... Power: 5000 W.
Owned-Operated By .......... University of Illinois
Business Address .......... Urbana
Phone Number .......... 7-2400 and 7-2518
Studio Address .......... 1010 S. Wright St.
Transmitter Location .......... 1 mile south on First St. Road, Champaign, Ill.
Time on the Air .......... 7:00 a.m. to local sunset
News Service .......... AP

Personnel

President .......... A. C. Willard
Station Manager .......... Joseph F. Wright
Program Director .......... Frank E. Schooley
Publicity Director .......... Art Wildhagen
Musical Director .......... Lanson F. Demming
Chief Engineer .......... A. James Ebel
Dir. of War Programs .......... Frank E. Schooley
Chief Announcer .......... Nelson F. Norman
Listeners Eat Our Words...

When you're cooking up Food* advertising plans, remember... we always have Something Tasty to add to your sales recipes—thousands and thousands of richly seasoned regular Listeners who eat a good thing when they hear about it on

WFBM

BASIC C.B.S. 5000 WATTS DAY and NIGHT INDIANAPOLIS

Represented nationally by THE KATZ AGENCY

* or what have you?
WHBU  
ANDERSON—EST. 1922  
Frequency: 1240 Kc.         Power: 250 Watts  
Owned-Operated By: Anderson Broadcasting Corp.  
Business Address:    Citizens Bank Bldg.  
Phone Number:         7791  
Studio Address:    1110 Meridian St.  
Transmitter Location: 1110 Meridian St.  
Time on the Air: 6:30 a.m. to midnight; 7:00 a.m. to midnight Sun.  
News Service:         UP  
Transcription Service: Standard Radio  
Representative:       Weed & Company  

Personnel  
President-General Manager,  
C. Bruce McConnell  
Manager:         John R. Atkinson  
Chief Engineer:    L. F. Podhaski  

WTRC  
ELKHART—EST. 1931  
BLUE NETWORK  
KEYSTONE BROADCASTING SYSTEM  
Frequency: 1340 Kc.         Power: 250 Watts  
Owned-Operated By: Truth Publishing Co., Inc.  
Address:    Hotel Elkhart  
Phone Number:         948  
Transmitter Location: Oakand 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:    R. R. Baker  
Commercial Manager:    Paul Upson  
Program-Musical Director:    Margaret Lantz  
Chief Announcer:    V. V. Swarts  
Chief Engineer:    Lester Zellmer  

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: Full Time  
News Service:         UP  
Transcription Service: World Broadcasting  
System and Standard  
Representative:       Weed & Co.  

Personnel  
President and  
General Manager:    Clarence Leich  
Commercial and Sales  
Promotion Manager:    Guy Crecelius  
Program and  
Production Director:    Pat Roper  
Publicity Director:    Clarence Leich  
Chief Engineer:    Erwin Schoeney  

WGBF  
EVANSVILLE—EST. 1925  
NATIONAL BROADCASTING CO.  
Frequency: 1280 Kc.         Power: 5000 d.; 1000 n.  
Owned-Operated By: Evansville On The Air, Inc.  
Address:    519 Vine St.  
Phone Number:         2-1171  
Transmitter Location: Evansville  
Time on the Air: Full Time  
News Service:         UP  
Transcription Service: World Broadcasting  
System and Standard  
Representative:       Weed & Co.  

Personnel  
President-General Manager:    Clarence Leich  
Commercial and Sales  
Promotion Manager:    Guy Crecelius  
Program and Production  
Director:         Pat Roper  
Chief Engineer:    Fay Gehres  

WGL  
FORT WAYNE—EST. 1924  
NATIONAL BROADCASTING CO.  
Frequency: 1450 Kc.         Power: 250 Watts  
Owned By:    Farnsworth Television and Radio Corp.  
Business Address:    925 So. Harrison St.  
Phone Number:         3366  
Transmitter Location: 925 So. Harrison St.  
Time on the Air: 6:30 a.m. to 12:30 a.m.—Sun., 8:00 a.m. to 12:30 a.m.  
News Service:         UP  
Transcription Service: Standard Radio  
Representative:       NBC Spot Sales  

417
A Clear Channel To A Bigger Market

The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 Watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.

Represented Nationally by John Blair & Company

WIBC
A Mutual STATION • Indianapolis, Indiana
Personnel
Gen'l Mgr. .................. Frank V. Webb
Station Manager .......... Frank V. Webb
Commercial Manager .... Wm. R. Aldrich
Sales Promotion Mgr. .. Wm. R. Aldrich
Program Director ........ Wm. R. Aldrich
Director of War Programs. Paul Roberts
Chief Engineer .............. Howard Beck
Asst. Program Director .. Rosemary Stanger

WOWO
FORT WAYNE—EST. 1925
BLUE NETWORK
Frequency: 1190 Kc. Power: 10,000 Watts
Operated By: Westinghouse Radio Stations, Inc.
Address ............... 925 So. Harrison St.
Phone Number ............... A-2136
Transmitter Location .... Routes 30 and 33
(Junction)
Time on the Air .......... 5 a.m. to 1 a.m.
News Service ........ UP
Transcription Services .. World Broadcasting
Representative .......... National Broadcasting Co.

Personnel
Vice-President .......... Walter Evans
Station Manager .......... Paul E. Mills
Commercial Manager .... H. D. Longsworth
Program Director ........ Carl Vandagriff
Publicity Director .......... Amy Scharf
Chief Announcer .......... J. Howard Ackley
Musical Director .......... Guy Fitzsimmons
Chief Engineer ........ Bruce Ratts
Director of War Programs. Tom Carnegie

WJOB
HAMMOND—EST. 1928
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adair-Richardson-Adair
Address ................. 449 State St.
Phone Number .............. Hammond 9800
Transmitter Location ...... 449 State St.
Time on the Air ........ 7 a.m. to 4:00 a.m.
News Service ........ UP
Representative .......... Cox & Tanz

Personnel
Station Manager .......... O. E. Richardson
Commercial Manager .... Robert C. Adair
Sales Promotion Manager .. R. W. Widel
Program Director ......... L. B. Weller
Chief Announcer and Publicity Dir. ........ Ed Rees
Musical Director .......... J. Gibbs Spring
Chief Engineer ........ Stanley Strasburg
Record MC ................. Ted Lindgren

WFBM
INDIANAPOLIS—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1260 Kc. Power: 5000 Watts
Owned-Operated By .......... WFBM, Inc.
Address .......... 48 Monument Circle
Phone Number .............. Lincoln 8506
Transmitter Location .... 2 miles northeast of Millersville, Indiana
Time on the Air .......... 6 a.m. to 12:05 a.m.; Sundays, 7:00 a.m. to 12:05 a.m.
News Service .......... AP; INS
Transcription Service .. Associated Music Publishers
Representative .......... The Katz Agency

Personnel
President ................. H. M. Bitner, Jr.
Station Manager .......... Frank O. Sharp
Commercial Manager .... William F. Kiley, Jr.
Sales Promotion Mgr. ... Edward Schneider
Chief Announcer .......... Lyell Ludwig
Program Director .......... Mrs. Jean Bitner
Publicity Director .......... Norman Travis
Musical Director .......... Walter H. Reuleaux
Chief Engineer .......... Harold Holland
Record MC ................. Sam K. Sims

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 ................. 350 N. Meridian St.
Phone Number .......... Li 2305
Transmitter Location ...... 59th & Hollingsworth Rd.
Time on the Air .......... 5 a.m. to 1:00 a.m.
News Service .......... AP, UP
Transcription Service ... Lang-Worth, Associated
Representative .......... John Blair & Co.

Personnel
President ................. C. Walter McCarty
Station Manager .......... Alex Campbell, Jr.
Program Director .......... Stan Conley
Musical Directors, ....... Walter Jackson and Jean Williams
Chief Engineer .......... Harry Adams
Chief Announcer .......... Hal Shidler

WIRE
INDIANAPOLIS—EST. 1924
NATIONAL BROADCASTING CO.
Frequency: 1430 Kc. Power: 5000 Watts
Owned-Operated By .... Indianapolis Broadcasting, Inc.
Address ................. Claypool Hotel
Phone Number .......... Riley 1541-2-3-4
Transmitter Location ... 44th & Ralston Road
Time on the Air .......... Full Time
INDIANA

News Service .................................... AP; UP
Transcription Service ................................ World Broadcasting, Lang-Worth
Representative ..................................... John E. Pearson Co.

Personnel
President & Gen. Mgr. .................. Eugene C. Pulliam
Commercial Manager ................. Rex Schepp
Program Director ......................... Bill Dean
Musical Director ......................... Harry Bason
Chief Engineer ......................... Eugene E. Alden

WISH
INDIANAPOLIS—EST. 1941
BLUE NETWORK
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 12:30 a.m.
News Service .................................. AP

WKMO
KOKOMO—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .................. Kokomo Broadcasting Co.
Address .................. 400 North Main St.
Phone Number .................. 5171-5172
Transmitter Location ................. Morgan & Ohio Sts.
Time on the Air .................. 6:00 a.m. to 12:05 a.m.
Transcription Service .................. Lang-Worth
Representative .................. Howard Wilson Company

Personnel
President .................. Dr. R. Spencer Taylor
General and Sales Mgr ......... John Carl Jeffrey

WKMO offers the advertiser one of the most powerful loudspeaker-loyalty-wise stations in radio. In the heart of Indiana—1400 isn't just another spot on the dial—it is the friendly voice of a loyal public servant, known—and loved—and listened to—by more than half a million Indiana folks. And there's a double plus—the plus of Columbia Broadcasting System attractions and the plus of great signal strength provides strong, clear reception throughout the WKMO area. All of which adds up to SUPERIOR SALES POWER in this rich market.

Write or call
Program Director............. Ward Charles Glenn
Record MC..................... Paul Price
Chief Engineer.............. George Palmer
Publicity Director........... J. C. Jeffrey

**W A S K**

LAFAYETTE—EST. 1942

Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By.............. WFAM, Inc.
Business Address............ Lafayette
Studio Address............... Wallace Bldg.
Phone Number................ Lafayette 4300
Transmitter Location No. River Road, West Lafayette
Time on the Air............. 6 a.m. to 1 p.m.
News Service................ AP

*Personnel*

President........................ O. E. Richardson
Station and Sales Manager..... J. Gibbs Spring
Program Director............... Bayne Spring
Chief Announcer................ William Warren
Chief Engineer.................. Harry C. Garba

**W L B C**

MUNCIE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By............... Donald A. Burton
Business Address............. P. O. Box 271
Phone Number.................. 4403
Transmitter Location: Radio Center, U. S. 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................ Walker Company

*Personnel*

Owner-Station Manager........ Donald A. Burton
Commercial Manager............. Wm. F. Craig
Production Manager............. Hugh Harling
Musical Director............... June Johnson
Chief Engineer................ Maurice Crain
Director of War Programs..... Don Russell

**W K B V**

RICHMOND—EST. 1926

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. .......... Power: 100 Watts

---

**AMERICA’S MIDDLETOWN**

**THE TEST MARKET**

103,000 Radio Homes

COLUMBIA NETWORK

**W L B C**

MUNCIE, IND.

Represented By THE WALKER CO.

Chicago — New York

421
IN D I A N A

Owned-Operated By. Central Broadcasting Corp.
Address........................................25 S. 9th St.
Phone Number.................................1156
Transmitter Location.........................Richmond
Time on the Air: Unlimited License
Transcription Service: Lang-Worth: Keystone

Personnel

President......................................J. Robert Quigg
General Manager.........................G. F. Albright
Comm. Mgr....................................R. L. Nusbaum

WHOT
SOUTH BEND—EST. 1944
BLUE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: South Bend Broadcasting Corp.
Business Address St. Joseph & Monroe Sts.
Phone Number..............................3-4155
Studio Address and Transmitter Location: St. Joseph and Monroe Sts.
Time on Air: 6:30 a.m. to 12 midnight—Sun.,
7:30 a.m. to 12 midnight
News Service..................................AP
Transcription Service: NBC Thesaurus and
Standard Representative......................Weed and Company

Personnel

President.................................C. Bruce McConnell
Station and Sales Manager...Harry Burdick
Promotion Manager..................Don Harding
Chief Engineer..........................Jack Willson

WSBT
SOUTH BEND—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 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 Air: 6:15 a.m. to midnight; Sundays, 8 a.m. to 11:15 p.m.
Newspaper Affiliation......South Bend Tribune
News Service..................................UP
Transcription Service: Lang-Worth: Associated Representative
.........................................Paul H. Raymer Co.

Personnel

President.................................F. A. Miller
Station Manager.........................Franklin D. Schurz
Commercial Manager.............R. H. Swintz
Program Director-Chief Announcer..........................Marc Boyden
Musical Director..........................Harlan Hogan
Chief Engineer...........................H. G. Cole

W B O W
TERRE HAUTE—EST. 1925
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1230 Kc. Power: 250 Watts
Owned By.............................Banks of the Wabash, Inc.
Operated By.........................Banks of the Wabash, Inc.
Address..............................303 South Sixth Street
Phone Number.........................Crawford 3394-3395
Transmitter Location: First St. and Peyton Ave.
Time on Air: 17:14 hrs. daily—16½ hrs. Sunday
Newspaper Affiliation ...Saturday Spectator
News Service.............UP-AP
Transcription Service......Standard Radio
Representative.........................Weed & Company

Personnel

President...............................Alvin Eades
General Manager...............George M. Jackson
Sales Promotion.............Jill Girard
Chief Engineer................Don Aldrich

WA O V
VINCENNES—EST. 1940
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Vincennes Newspapers, Inc.
Studio Address.....................Grand Hotel
Business Address.............320 Busseron St.
Phone Number......................787-788
Transmitter Location: US 41, north of Vincennes
Time on Air: 6:00 a.m.-11:00 p.m. daily;
8:00 a.m.-1:00 p.m. Sundays
Newspaper Affiliation...Vincennes Sun-Commercial
News Service....................Vincennes
Representative......................John E. Pearson Co.

Personnel

President.........................Eugene C. Pulliam
Station Promotion Manager.....Victor H. Lund
Commercial Manager..............Richard B. Harris
Chief Engineer........................Eugene E. Alden

W B A A
WEST LAFAYETTE—EST. 1922
Frequency: 920 Kc.. Power: 5000 W
Owned-Operated By: Purdue University
Address............................Hall of Music, West Lafayette
Phone Number......................92-2128
Transmitter Location: 6 miles south of Lafayette
Time on Air: 9:30 a.m. to 7:00 p.m.
News Service....................AP
Transcription Service......Standard Radio

Personnel

Business Manager..............John W. Ditamore
Chief Engineer...................Paul Franklin

422
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

**WOI**

**AMES—EST. 1921 (9YI)**

Frequency: 640 Kc.  Power: 5000 Watts  Day

Owned by: Iowa State College

Operated by: Agricultural Extension and Engineering Extension

Address: Service Building

Phone Number: 2500; Extension 231

Transmitter Location: Service Building

Time on the Air: Local sunrise to local sunset

News Service: AP

Transcription Service: World

**Personnel**

President (of Iowa State College): Charles E. Friley

Station Director: W. I. Griffiths

Program Director: Richard B. Hull

Production Manager: Edward Wegener

Publicity Director: Jone McNay

Chief Announcer: Richard Vogl

News Editor: Robert Mulhall

Musical Director: Edward Wegener

Market Editor: R. C. Bentley

Chief Engineer: L. L. Lewis

Farm Editor: Dale Williams

Woman's Editor: Mrs. Eleanor Wilkins

Record MC: Verne Carlson

(Non-Commercial Station)

**KFQG**

**BOONE—EST. 1927**

Frequency: 1260 Kc.  Power: 250 Watts

Owned-Operated by: Boone Biblical College

Business Address: 924 West Second Street

Phone Number: 1119-W

Transmitter Location: 924 West Second St.

Time on the Air: Daytime License

**Personnel**

Manager: Lois Crawford

Chief Announcer: Anne Reißenstein

Musical Director: Lydia Smabsil

Chief Engineer: L. L. Lewis

(Non-Commercial Station)

**KBUR**

**BURLINGTON—EST. 1941**

**BLUE NETWORK**

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated by: Burlington Broadcasting Co.

Address: National Bank Bldg.

Phone Numbers: 680; 681

Transmitter Location: National Bank Bldg.

Time on the Air: 6 a.m.-11 p.m.

News Service: UP

Transcription Service: World

Representative: William G. Rambeau Co.

**WMT**

**CEDAR RAPIDS, WATERLOO—EST. 1922**

CBS & MBS

Frequency: 600 Kc.  Power: 5000 Watts

Owned-Operated by: American Broadcasting Stations, Inc.

Addresses: Paramount Bldg., Cedar Rapids; Russell Lamson Hotel, Waterloo

Phone Numbers: 6127 (Cedar Rapids); 3618 (Waterloo)

Transmitter Location: Marion, Iowa

Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight

News Services: AP; UP

Transcription Service: Lang-Worth & Standard

Representative: The Katz Agency

**Personnel**

President: Mrs. Helen S. Mark

Exec. V-P. and General Manager: William B. Dolph

Station Manager: W. B. Quarton (Cedar Rapids)

V. A. Linder (Waterloo)

Commercial Manager: Donald D. Sullivan

Merchandising Manager: Leo F. Cole

Program Director: Douglas B. Grant

Production Manager: Robert C. Leefers

Musiuc Director: Maureen Canavan

Chief Engineer: George P. Hixenbaugh

**KROS**

**CLINTON—EST. 1941**

**MUTUAL—NORTH CENTRAL & TALL CORN**

Frequency: 1340 Kc.  Power: 250 Watts

Owned-Operated by: Clinton Broadcasting Corp.

Business Address: Jacobsen Bldg.
Personnel

Owner ........................................ W. S. Jacobsen
General and Commercial Mgr. Morgan Sexton
Program Director .......................... Lucille DeLeers
War Program Director ........................ Lucille DeLeers
Chief Engineer ................................. Gilbert Andrew

WOC
DAVENPORT—EST. 1921
BLUE NETWORK
Frequency: 1420 Kc. ... Power: 5000 Watts
Owned-Operated By: Tri-City Broadcasting Company
Address ...................................... 1002 Brady Street
Phone Number ................................ 3-3651
Transmitter Location ....................... R.R No. 1
Time on the Air: 18 hours daily; 16 hours (Sunday)
News Service ................................ UP
Transcription Service ....................... World
Representative ............................... Free & Peters, Inc.

Personnel

President ............................... Col. B. J. Palmer
General Manager .......................... J. Buryl Lottridge
Commercial Manager ..................... L. O. Fitzgibbons
Sales Promotion and Publicity Manager .......................... Jane Boom
Program Director .......................... Marshall Dane
Musical Director ........................... George Sontag
Chief Announcer ........................... Clark Hayden
Chief Engineer .............................. Paul Arvidson

KWLC
DECORAH—EST. 1926
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By: Luther College
Business Address ......................... 600 Leiv Eriksson 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 Kahnes
Musical Director ......................... Helen Trillius
Chief Announcer ......................... Olive Sharpee

Chief Engineer and Production Manager .......... O. M. Eltrim
Director of War Programs .......... Mary Margaret Roberts (Non-Commercial Station)

KRT
DES MOINES—EST. 1935
CBS—THE COWLES STATIONS
Frequency: 1350 Kc. ... Power: 5000 Watts
Owned-Operated By: Cowles Broadcasting Company
Address ...................................... 715 Locust St.
Phone Number ............................. 3-2111
Transmitter Location ..................... S. E. 22nd & Park Ave.
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation: Des Moines Register
Representative ............................. The Katz Agency

Personnel

President ................ Gardner Cowles, Jr.
Station Manager ................... Phil Hoffman
Commercial Manager ................ Bob Dillon
Program Director .................. Charles Miller
Director of War Programs ................ Wayne Crew
Sales Promotion Manager ............ Orville Lawson
Publicity Director ........................ Mary Little
Chief Engineer ......................... Charles Quentin

KSO
DES MOINES—EST. 1921
BLUE NETWORK—MBS—
Frequency: 1460 Kc. ... Power: 5000 Watts
Owned-Operated By: Kingsley H. Murphy
Address ..................................... 800 Old Colony Bldg.
Phone Number ............................. 3-0571
Transmitter Location ..................... S.E. 22nd & Park Ave.
Time on the Air: Full Time
Newspaper Affiliation: Des Moines Register
Representative ............................. Headley-Reed Co.

Personnel

Gen. Mgr. ............................... George J. Higgins
Program Director ....................... Ed Linehan
Director of War Programs ........... W. Lyle Flanagan
Sales Promotion Manager ............... Ken M. Lufkin
Publicity Director ....................... Mary Little
Production Manager and Musical Director ....................... Eddie Truman
Chief Engineer ........................... F. E. Bartlett
Record MC ............................... Dan Lawrence
**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: 37147

Transmitter Location: Mitchellville, Iowa

Time on the Air: 5:30 a.m. to 12:30 a.m.

News Service: AP; INS; UP

Transcription Services: NBC Thesaurus; Lang-Worth

Representative: Free & Peters, Inc.

**Personnel**

President: B. J. Palmer

V.P. & Station Manager: J. O. Maland

Sales Manager: E. H. Bondurant

Merchandising Director: Harold Fulton

Publicity Director: Woody Woods

Production Mgr.: Jack Kerrigan

Program Director: Harold Fair

Public Relations Director: Ralph Evans

Musical Director: Don Hovey

Technical Director: Paul A. Loyet

Time on the Air: 6:30 a.m. to 12 Midnight;

Sundays, 7 a.m. to 12 Midnight

News Service: UP

Transcription Service: Associated Music Publishers

Representative: Burn-Smith Co., Inc.

**KVFD**

**FORT DODGE—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1400 Kc. . Power: 250 Watts

Owned-Operated By: Northwest Broadcasting Co.

Address: 912 First Ave. South; Warden Bldg.

Phone Number: 3761

Transmitter Location: Fort Dodge RFD

Time on the Air: 6 a.m. to Midnight

News Service: AP

Representative: Burn-Smith Co.

**Personnel**

President-General and Commercial Manager: Edward Breen

Sales Promotion Mgr.: Mrs. Marjorie Rudolph

Program Director: Drexel Peterson

Production Manager: Frank Strode

Chief Announcer: Robert Elston

Chief Engineer: Dave Sinclair

**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: Two miles west of Iowa City

Time on the Air: 8 a.m. to 10 p.m.

News Service: AP

**Personnel**

Station Director: Carl H. Menzer

Program Director: Pearl S. Broxam

Chief Engineer: S. J. Ebert

(Non-Commercial Station)
K G L O
MASON CITY—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Lee Radio, Inc.
Address: 12 2nd St., N.E.
Phone Number: 2800
Transmitter Location: Highway 18, west of Mason City
Time on the Air: 6 a.m. to 12 p.m.
News Service: Standard AP
Transcription Service: Standard AP
Representative: Weed & Co.

Personnel
Station Manager: F. C. Eighmey
Commercial Manager: Herbert Ohrt
Sales Promotion: Nancy M. Halsor
Program Director: D. M. Milligan
Publicity Director: Charles Hilton
Chief Engineer: Roger Sawyer

K F J B
MARSHALLTOWN—EST. 1923
MUTUAL—TALL CORN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Marshall Electric Company
Address: 1603 West Main Street
Phone Number: 3681
Transmitter Location: 2 miles northwest of Marshalltown
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Langworth

Personnel
President and Station Manager: Earl Peak
Program Director: O. L. Russell
Musical Director: Thelma LaValley
Chief Engineer: Eugene Peak

K B I Z
OTTUMWA—EST. 1941
MUTUAL
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KBIZ, Inc.
Address: 117 E. Main St.
Phone Number: 5600
Transmitter Location: Community Gardens
Time on the Air: 6:00 a.m. to midnight
News Service: UP
Transcription Service: World

Personnel
President-Owner: James J. Conroy
Production Manager: R. L. Dawson
Sales Manager: L. E. Haling
Program Director: L. E. Haling
Publicity Director: L. E. Haling
Chief Engineer: Alvin Johnson

K F N F
SHENANDOAH—EST. 1924
COLUMBIA BROADCASTING SYSTEM
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.
News Service: UP
Transcription Service: Standard Radio

Personnel
President:  Henry Field
Station-Commercial Manager: T. F. Stubbins
Musical Director: Perry Doughty
Chief Announcer: G. Kistler
War Program Director: Shirley Barkman
Chief Engineer: Earl Blakesley

K M A
SHENANDOAH—EST. 1925
BLUE NETWORK—MUTUAL
Frequency: 960 Kc. Power: 5000 Watts
Owned-Operated By: May Broadcasting Co.
Address: N. Elm St.
Phone Number: 192
Transmitter Location: Route 48
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Longworth
Representative: Free & Peters, Inc.

Personnel
President: Earl E. May
Station & Commercial Mgr.: J. C. Rapp
Sales Promotion: Owen Sadler
Program Director: Terry Moss
Production Manager: Hugh Aspinwall
Publicity Director: Harriet Lingo
Musical Director: Mabel McFarland
War Program Director: Owen Sadler
Chief Engineer: Ray Schroeder

K S C J
SIoux City—Est. 1927
BLUE NETWORK
Frequency: 1360 Kc. Power: 5000 Watts
Owned-Operated By: Perkins Bros. Co.
Address: 415 Douglas Street
Phone Number: 5-7939
Transmitter Location: Leeds, Iowa
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Newspaper Affiliation: Journal-Tribune
Transcription Service: C. P. MacGregor
Representative: Geo. P. Hollingsby Co.

Personnel
President: William R. Perkins
Station Manager: Eugene T. Flaherty
Sales Manager: Eugene T. Flaherty
Program Director ........ Eugene T. Flaherty
Director of Education .... Elizabeth Sammons
Musical Director ........ Miriam Corkhill
Chief Engineer ........... Alvin H. Smith

KTRI
SIoux City—EST. 1938
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. ...... Power: 250 Watts
Owned-Operated By . . . . Sioux City Broadcasting Company
Business Address ........ Commerce Building
Phone Number .......... 8-0165

Transmitter Location .. . . Commerce Building
Time on the Air .......... Unlimited License
Newspaper Affiliation .... Sioux City Tribune
News Service .......... UP
Transcription Service . . . Associated Music Publishers
Representative .......... Burn-Smith Co.

Personnel
President ............... Eugene Kelly
General Manager ........ Dietrich Dirks
Commercial Manager ...... Ray Jensen
Program Director-Chief Announcer . Al Triggs
Production Manager ...... Andrew Bogue
Publicity Director ....... Mary Lou Sheer
Musical Director .......... Bernie Mahr
Chief Engineer ........... Bob Beck

FOR QUALITY AP!
Goin' Places KXEL

JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

50,000 WATTS CLEAR CHANNEL

REPRESENTED BY JOHN BLAIR AND COMPANY
K IC D
SPENCER—EST. 1942
MUTUAL BROADCASTING SYSTEM
TALL CORN NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned By: Iowa Great Lakes Broadcasting Co.
Operated By: G. H. Sondergaard
Address: P. O. Box 631, Spencer
Phone Number: 45
Transmitter Location: North of Spencer on Highways 18 and 71
Time on the Air: 6 a.m. to 12 p.m.
News Service: AP
Transcription Service: Lang-Worth
National Representative: Hal Holman

Personnel
President: L. W. Andrews
Station and Commercial Manager: G. H. Sondergaard
Program Director: Mardelle Ludwig
Production and Publicity Director: Jerry Ashe
Chief Engineer: Hewitt Grotewohl

K X E L
WATERLOO—EST. 1942
BLUE NETWORK
Frequency: 1540 Kc. Power: 50000 Watts
Owned-Operated By: Josh Higgins Broadcasting Co.
Address: Insurance Bldg.
Phone Number: 3371
Transmitter Location: Dysart
Time on the Air: 5:30 a.m. to 12:30 a.m.
News Service: AP
Transcription Service: Standard
National Representative: John Blair & Co.

Personnel
President-General Manager: Joe Du Mond
Commercial Manager: A. J. Du Mond
Sales Promotion and Publicity Director: E. M. Gahre
Program Director: E. M. Owen
Production Manager: Don Ames
Farm Editor: Hugh Muncy
News Editor: George Cremeens
Continuity: Isabelle Loar
Musical Director: George Timm
Artists Bureau: King Beal
Chief Engineer: Don Kassner
Record MC: Wayne Dennis

HELP
THE
RED CROSS
For almost 20 years, WIBW has been lifting sales for its advertisers—and keeping them lifted. We can do the same for you! Here’s why.

WIBW is the “easiest heard” and “most listened to” station in this area. (Personal surveys by Dr. F. L. Whan as reported in "Kansas Radio Audience, 1944").

We have the confidence and good-will of more than five million farm and small town listeners. We have it because our programs and entertainment are deliberately keyed to their known preferences . . . our services to the promotion of their interests and welfare.

That’s why WIBW advertisers get immediate, wholehearted buying response. It’s why we’re absolutely certain that we can do the same for you and your product. Let us prove it!
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

**KVAK**
**ATCHISON—EST. 1939**
**MUTUAL**
Frequency: 1450 Kc. Power 250 Watts
Owned By: S. H. Patterson
Operated By: S. H. Patterson
Address: 622 Commercial Street
Phone Number: 1420
Transmitter Location: Winthrop, Mo.
Time on the Air: 6:00 a.m. to 12 Midnight
News Service: AP
Transcription Service: Keystone Broadcasting System
Representative: Thomas Clarke

**Personnel**
President-Owner: S. H. Patterson
Station Manager: Jerry Akers
Commercial Manager: David G. Roberts
Program Director: Joseph Peck
Chief Engineer: Charles Rayburn

**KGFF**
**COFFEYVILLE—EST. 1930**
**THE BLUE NETWORK**
Frequency: 690 Kc. Power 1000 d.; 500 n.
Owned-Operated By: Hugh J. Powell
Address: 8th and Elm
Phone Number: 147
Transmitter Location: South Coffeyville
Time on Air: Sundays, 7 a.m.-11 p.m.; Weekdays, 6 a.m. to 11 p.m.
News Paper Affiliation: Coffeyville Journal
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.

**Personnel**
Owner: Hugh J. Powell
General Manager: Melvin Drake
Program Director-Chief Announcer: Dick Campbell
Production Manager-Musical Director: Ozzie Osborne
Publicity Director: Anna Marie McGrath
Chief Engineer: J. S. Jaminet

**KGNO**
**DODGE CITY—EST. 1930**
**KEYSTONE BROADCASTING SYSTEM**
Owned-Operated By: Dodge City Broadcasting Co.
Address: Globe Bldg.
Phone Number: 1340
Transmitter Location: West Park Rd.
Time on the Air: Unlimited
Newspaper Affiliation: Dodge City Daily Globe
News Service: AP
Transcription Service: World
Representative: Arthur H. Hagg and Associates

**Personnel**
President: J. C. Denlous
Manager: N. C. Peterson
Sales Manager: Dorothy Stavig
Program Director: Herschell Holland
Chief Engineer: Ralph Hickman

**KTSM**
**EMPORIA—EST. 1939**
**MUTUAL BROADCASTING SYSTEM**
**KANSAS STATE NETWORK**
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Emporia Broadcasting Co.
Address: 613 Merchant St.
Phone Number: 153, 154
Transmitter Location: South Emporia
Time on the Air: 8:30 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: Selleck B. Warren
Station Manager: J. Nelson Rupard
Program Director: Miriam Porter
Production Manager: Duane Tucker
Musical Director: Rosalee Askew
Chief Engineer: Harold C. Davis

**KIGL**
**GARDEN CITY—EST. 1935**
**MUTUAL**
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: F. D. Conard
Business Address: 509 N. Main
Phone Number: 666
Studio Address: 509 N. Main
Transmitter Location: Northwest of Garden City
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: C. P. McGregor, Keystone Broadcasting System
Representatives: Cox & Tanz

**Personnel**
President: F. D. Conard
Station and Commercial Manager: Al Pyatt
Program: Frances Ewing
Chief Engineer: Robert W. Snyder
**GREATER KANSAS CITY MARKET DATA**

<table>
<thead>
<tr>
<th>Metropolitan Counties (and Important Cities)</th>
<th>Est. City Population</th>
<th>Effective Buying Income</th>
<th>Total Retail Sales</th>
<th>Homes with Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackson (Mo.)</td>
<td>494,200</td>
<td>$827,743,000</td>
<td>$371,050,000</td>
<td>133,067</td>
</tr>
<tr>
<td>Kansas City</td>
<td>431,700</td>
<td>700,302,000</td>
<td>352,224,000</td>
<td>112,945</td>
</tr>
<tr>
<td>Wyandotte (Ks.)</td>
<td>147,100</td>
<td>201,627,000</td>
<td>73,708,000</td>
<td>36,676</td>
</tr>
<tr>
<td>Kansas City</td>
<td>135,000</td>
<td>180,114,000</td>
<td>68,066,000</td>
<td>31,163</td>
</tr>
<tr>
<td>Johnson (Ks.)</td>
<td>40,900</td>
<td>25,964,000</td>
<td>12,358,000</td>
<td>8,552</td>
</tr>
</tbody>
</table>

**TOTAL**

| Homes with Radios | $327,743,000 | 112,945 |

---

**MARKET DATA SOURCES**

Home with Radios — Bureau of Census.  
All other data — Sales Management’s  
(Reprinted with Permission)

---

**24 HOURS A DAY**

KCKN is the only Kansas City station broadcasting day and night — all night.

---

"**THIS IS MUTUAL**"

At 6 P.M. KCKN becomes a BASIC station of the Mutual Broadcasting System.

---

**NO GREATER CONCENTRATION OF BUYING POWER UNTIL YOU REACH THE PACIFIC COAST**

Except for Los Angeles, San Francisco and Seattle, there’s no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly upon this nine hundred million dollar market KCKN concentrates ALL of its effort — no attempt whatever being made to program for the thinly-spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City without the rate penalty of out-state coverage.

Contact your nearest Capper office for availabilities.

---

**Music by Day - Mutual at Night**

---

**KCKN Kansas City**

---

**The Voice of Greater Kansas City**

---

**CAPPER PUBLICATIONS, Inc.**

NEW YORK 17: 420 LEXINGTON AVENUE  
SAN FRANCISCO 4: 1207 RUSSELL BUILDING  
CHICAGO 1: 180 NORTH MICHIGAN AVENUE  
CENTRAL 5577  
KANSAS CITY 6: 300 WALTOWER BUILDING  
VICTOR 3064
KVGB
GREAT BEND—EST. 1937
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By... KVGB, Inc.
Address............. Cork Bldg.
Phone Number..........1080, 1081
Transmitter Location . South Great Bend
Time on the Air...... 6:30 a.m. to 10 p.m.
News Service........ UP
Transcription Service . Lang-Worth
Representative........ John E. Pearson

Personnel
President.................. R. C. Russell
Vice-President and General Manager.......... Clem Morgan
Sales Promotion........ Herbert W. Clair
Program Director......... Ray Beals
Chief Engineer............. Leo Legleiter

KWBW
HUTCHINSON—EST. 1935
NATIONAL BROADCASTING CO.
Frequency: 1450 Kc. Power: 250 Watts
Owned By... Wm. Wyse & Stanley Marsh
Operated By... The Nation's Center Broadcasting Co.
Address............. 101 East Avenue A
Phone Number.......... 5202
Transmitter Location . Hutchinson
Time on the Air...... Unlimited Time
News Service........... UP
Transcription Service . Lang-Worth

Personnel
President and General Manager.......... William Wyse
Commercial Manager........ Vernon Minor
Chief Engineer........... Millard Clary

KCKN
KANSAS CITY—EST. 1925 (as WLBF)
1936 (as KCKN)
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By The KCKN Broadcasting Company
Address............. 901 North 8th St.
Phone Number......... Drexel 4300
Transmitter Location . 901 North 8th St.
Time on the Air...... Full Time
Newspaper Affiliation. The Kansas City Star
News Service........... UP
Transcription Service . Standard Radio, Lang-Worth
Representative........ Capper Publications

Personnel
General Manager ........ Ben Ludy
Manager.................. Ellis Atteberry
Sales Promotion Manager..... Joe Story
Program Director........ Milan Mahale
Publicity Director........ Almeda Beoth
Production Manager....... George Stump
Director of Continuity..... Peggy Osborne
War Program Director...... Ellis Atteberry
Musical Director......... Milan Mahale
Chief Engineer........... Max Williams

KFKU
LAWRENCE—EST. 1924
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
BLUE NETWORK
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. Hollingsbery Co.

Personnel
President................. R. C. Jackman
General Manager........ Verl Bratton
Chief Engineer.......... Carl Bliesner

KSAC
MANHATTAN—EST. 1924
Owned-Operated By Kansas State College
Address............. College Campus
Transmitter Location . College Campus
Time on the Air...... Shares time

Personnel
President................. Milton E. Eisenhower
Station Manager......... H. Umberger
Chief Engineer.......... R. C. Umberger
(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

**KANS**
WICHITA—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By.............The KANS Broadcasting Co.
Address..........................Hotel Lassen
Phone Number......................4-2337
Transmitter Location........Wichita
Time on the Air.............6:30 a.m. to midnight
Transcription Service......NBC Thesaurus
Representative...............Headley-Reed Co.
Standard Radio

**Personnel**
President.....................Herb Hollister
General Manager...............Jack Todd
Program Director...............Vic Rugh
Supervising Engineer..........Charles Lucy

**KFBI**
WICHITA—EST. 1923
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
KANSAS STATE NETWORK
Owned-Operated By............Farmers and Bankers Broadcasting Corporation
Address..........................2000 E. First St.
Phone Number......................2-1447
Transmitter Location........42nd and Broadway
Time on the Air..............19 hours daily
News Service...................INS & UP
Transcription Service......World
Representative...............George P. Hollingberry Co.

**Personnel**
President......................H. K. Lindsley
Station Manager...............Robert K. Lindsley
Sales Promotion Manager.....Ralph Varnum
Chief Engineer..................K. W. Pyle
Program Director...............L. L. F. Weatherway
Musical Director...............F. E. Markwell
KFH
WICHITA—EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By: The Radio Station
KFH Company, Inc.
Address: York Rite Building
Phone Number: 2-4491
Transmitter Location: RFD No. 3, Wichita, Kansas
Time on the Air: 6:00 a.m. to 12 midnight
Newspaper Affiliation: Wichita Eagle
News Service: AP, UP

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

Transcription Service: Lang-Worth
Representative: Edward Petry & Company

FOR QUALITY AP!
COVERING A VITAL MARKET
DAY and NIGHT

Round the clock ... round the calendar
... a continuous broadcast backed by the power of 50,000 watts over a clear channel basic CBS network!

Radio Station WHAS
Louisville, Kentucky
W C M I
ASHLAND—EST. 1935
MUTUAL
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By: Ashland Broadcasting Company
Address ................. 20th & Front Streets
Phone Number ............ 3010 (Ashland), 28358
(Huntington), Studio Address: 20th & Front Streets, Ashland,
Ky.; Radio Center, Huntington, West Va.
Transmitter Location: 48th and Ohio River, Ashland, Ky.
Time on the Air ........ 6:30 a.m. to 12 midnight
Weekdays; 8 a.m. to 12 midnight, Sundays.
News Service .......... UP
Transcription Service
.... NBC Thesaurus
Representative .......... John E. Pearson Co.

Personnel
President ..................... Gilmore Nunn
Vice-President ............. J. Lindsay Nunn
General Manager .......... L. D. Newman
Chief Engineer ............. Clarence Weaver

W L B J
BOWLING GREEN—EST. 1940
MUTUAL—SOUTHERN NETWORK
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By: Bowling Green Broadcasting Co., Inc.
Address ................. Fairview & Lehman Aves.
Phone Number ............ 1340-1
Transmitter Location: Fairview & Lehman Aves.
Time on the Air ......... 6 a.m. to 11 p.m.; Sundays.
8 a.m. to 11 p.m.
News Service .......... UP
Transcription Service .. Standard Radio
Representative .......... Burn-Smith Co.

W H L N
HARLAN—EST. 1941
MUTUAL AND KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: Blanfox Radio

Company, Incorporated
Address ..................... South Main St.
Phone Number ............ 860 Kc.
Time on the Air ......... 6:30 a.m.-10:30 p.m.
News Service .......... UP
Transcription Service .. Lang-Worth
World Broadcasting System, Keystone
Representative .......... Burn-Smith Co.

Personnel
Owner-Station Manager .... R. B. Helms
Commercial Manager ...... Stuart O'Dell, Jr.
Chief Engineer .......... J. Francke Fox
Record MC ................ Bob McKeeman

W S O N
HENDERSON—EST. 1941
Frequency: 860 Kc. .......... Power: 500 Watts, Day
Owned-Operated By: Henderson Broadcasting Co., Inc.
Address ................... Zion Road, R No. 3
Phone Number ............. 3923
Transmitter Location .... Southeast of Henderson
Time on the Air .......... Local sunup to local sundown
News Service .......... UP & AP
Transcription Service . NBC Thesaurus, Associated Music
Representative .......... Sears & Ayer, Inc.

Personnel
President-General Mgr. ... Pierce E. Lackey, Sr.
Station and Commercial Manager . Hecht S.
Lackey
Program Director .......... Martha Jane Reed
Production Manager ...... B. A. Smith
Chief Engineer .......... B. A. Smith

W H O P
HOPKINSVILLE—EST. 1939
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc. .......... Power: 250 Watts
Owned-Operated By: Hopkinsville Broadcasting Co., Inc.
Phone Number ............. 1025, 1026
Business Address ......... 9th & Main
Transmitter Location .... Cadiz Pike
Time on the Air .......... 6 a.m. to 11:05 p.m.
News Service .......... UP & AP
Transcription Service . World Broadcasting System, Associated Music Publishers
Representative .......... Sears & Ayer
### W L A P
LEXINGTON—EST. 1934
BLUE. MUTUAL. AND SOUTHERN NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: American Broadcasting Corp.
Address: Radio Bldg., Walnut and Short Sts.
Phone Number: 334 E. Broadway
Transmitter Location: Mason Headley Road
Time on the Air: 6:00 a.m. to midnight
News Service: AP & UP
Transcription Service: Standard Radio
Representative: John E. Pearson Co.

### WAVE
LOUISVILLE—EST. 1933
NATIONAL BROADCASTING COMPANY
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By: WAVE, Incorporated
Address: 334 E. Broadway
Phone Number: 50000 Watts
Transmitter Location: Hamburg Pike, Jeffersonville, Ind.
Time on the Air: 6:00 a.m. to midnight
News Service: INS & AP
Transcription Service: NBC Thesaurus
Representative: Free & Peters, Inc.

### 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

### 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
Transcription Service: Associated Music Publishers, Standard
Representative: Edward Petry & Company

### WINN
LOUISVILLE—EST. 1940
BLUE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Kentucky Broadcasting Corp.
Address: 10th Floor Tyler Hotel, 3rd and Jefferson Sts.
Phone Number: Wabash 5148

**Studio Addresses:**
- Transmitter Location: Preston and Woodbine Streets, Louisville, Ky.
- Time on the Air: 6 a.m. to midnight
- News Service: AP & UP
- Transcription Service: Associated Music Publishers; Lang-Worth
- Representative: Burn-Smith Co.

**Personnel**
- President and Commercial Mgr.: J. Porter Smith
- Station Manager: Charles C. Curry
- Sales Promotion: Harry Hunter
- Program Director: Ward Hatcher
- Musical Director: J. Bertram Harmon
- Chief Engineer: Perry Esten

**Personnel**
- Owner: Barry Bingham (With U. S. Navy)
- Vice-President & General Manager: Mark Ethridge
- General Manager: W. Lee Coulson
- Commercial Manager: Joe Eaton
- Production Manager: Jean Clos
- Musical Director: Robert Hutseb
- Choral Director: Edward Barret
- Assistant Chief Engineer: D. C. Summerford
- Chief Engineer: Orrin W. Towner

(See page 436)
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 a.m. to 10:35 p.m.

WPAD
PADUCAH—EST. 1930
COLUMBIA BROADCASTING SYSTEM
KENTUCKY NETWORK
Frequency: 1450 Kc. . . . . . Power: 250 Watts
Owned-Operated By . . . . . Paducah Broadcasting Co.
Business Address ............. Taylor Bldg., 4th and Broadway
Phone Number ................ 410C
Studio Address ............... Taylor Bldg.
Transmitter Location ........ 9th and Terrell
Time on the Air .......... 6 a.m. to 11:30 p.m.
News Service ................. UP & AP
Representative .............. Sears & Ayer

WINN
LOUISVILLE
Basic Blue Network

Represented by
BROADCAST SALES CO. . . . . . New York and Chicago
HOMER GRIFFITH CO. . . . . . Hollywood and San Francisco
GREATER COVERAGE IN A MARKET WHERE
effective buying power
SHOWS A 102% GAIN*

Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $573,000,000 over 1940 is from basic industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*Based on latest figures as compared with 1940 census.
KALB
ALEXANDRIA—EST. 1935
BLUE NETWORK
LOUISIANA NETWORK
Frequency: 580 Kc. . Power: 1000 Watts
Owned-Operated By . Alexandria Broadcasting Co., Inc.
Address . 505 Johnston St.
Phone Number . 3935
Transmitter Location . S.E. of Pineville
Time on the Air . 8:30 a.m. to 11 p.m.; Sunday, 8 a.m. to 10:05 p.m.
News Service . INS-AP

Personnel
President . Walter H. Allen
Station and Commercial Mgr . E. R. Cappellini
Program Director . Dorothy Aden
Chief Announcer . Ed Rand
Chief Engineer . Jesse R. Sexton

WJBO
BATON ROUGE—EST. 1934
BLUE NETWORK
Frequency: 1150 Kc. . Power: 5000 Watts
Owned-Operated By . Baton Rouge Broadcasting Co., Inc.
Address . 444 Florida St.
Phone Number . 5271-2
Transmitter Location . Roosevelt Road
Time on the Air . Unlimited license
Newspaper Affiliation . Baton Rouge States-Times, Baton Rouge Morning Advocate
Transcription Service . World Broadcasting Representative . Geo. P. Hollingbery Company

Personnel
President . Charles P. Manship
Vice-Pres. & Gen. Mgr . J. R. Dabadie

KVOL
LAFAYETTE—EST. 1935
AFFILIATION NATIONAL BROAD. CO.
Frequency: 1340 Kc. . Power: 250 Watts
Owned-Operated By . Evangeline Broadcasting Company, Inc.
Business Address . 519 S. Buchanan
Phone Number . 336, 2062
Studio Address . 519 S. Buchanan
Transmitter Location . Scott Road
Time on the Air . 6:30 a.m. to 10:30 p.m.

News Service . UP
Transcription Service . World

Personnel
President . Morgan Murphy
Station Manager . Geo. H. Thomas
Commercial Manager . B. H. Bailey, Jr.
Program Director-Chief Announcer . Henry Wood
Chief Engineer . B. H. Bailey, Jr.

KPLC
LAKE CHARLES—EST. 1935
AFFILIATED WITH
NATIONAL BROADCASTING CO.
& LOUISIANA NETWORK
Frequency: 1490 Kc. . Power: 250 Watts
Owned-Operated By . Calcasieu Broadcasting Co.
Address . P. O. Box 1521
Phone Number . 2713, 2714
Transmitter Location . La Grange St.
Time on the Air . Unlimited license
News Service . UP
Transcription Service . NBC Thesaurus

Personnel
President . T. B. Lanford
Station and Commercial Manager . David Wilson
Program Director . Margaret Campbell Mercer
Chief Engineer . Earl C. Moses

KMLB
MONROE—EST. 1930
BLUE NETWORK & LOUISIANA NETWORK
Frequency: 1230 Kc. . Power: 250 Watts
Owned-Operated By . Liner’s Broadcasting Station, Inc.
Address . Frances Hotel
Phone Number . 4321
Transmitter Location . Millhaven Rd.
Time on the Air . Unlimited license
News Service . UP
Transcription Service . Standard Radio

Personnel
President . O. C. Liner
General Manager . J. C. Liner
Sales Promotion Manager . J. C. Liner
Program and Publicity . Marjorie Watson
Director . Carley Fox
Chief Announcer . Chief Engineer . O. L. Morgan
LOUISIANA

KNOE
MONROE—EST. 1944

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: James A. Noe
Business Address: Bernhardt Bldg.
Phone Number: 912
Transmitter Location: 23rd St. Extension from Louisville Ave., Monroe, La.
Time on the Air: 6:00 a.m.-12 mid., daily
Representative: Joseph Hershey McGillivra, Inc.

Personnel
President: James A. Noe
Vice-Pres.-Gen. Mgr.: James E. Gordon

WDSU
NEW ORLEANS—EST. 1923
BLUE NETWORK
LOUISIANA STATE NETWORK

Frequency: 1280 Kc. Power: 5000 Watts
Owned-Operated By: Stephens Broadcasting Co.
Address: Hotel Monteleone
Phone Number: Raymond 7135
Transmitter Location: Whitney Ave.
Time on the Air: 24 Hours Daily News Service: UP, AP
Transcription Service: Lang-Worth Representative: John Blair Co.

Personnel
Partner & Sta. Mgr.: Fred Weber
Sales Promotion Manager: Jeanne Spoonmoor
Program Director: Stanley Holiday
Production Manager: Fred Hill
Chief Announcer: Roy Hill
Musical Director: James Forsyth
Chief Engineer: Charles Whitney

WJBY
NEW ORLEANS—EST. 1926

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Charles C. Carlson
Address: 540 Audubon Building
Phone Number: Magnolia 3488-9
Transmitter Location: 3617 Bruxelle St.
Time on the Air: 7:00 a.m. to 12:00 midnight
News Service: AP
Transcription Service: C. P. MacGregor Representative: Cox & Tanz

Personnel
Gen. Mgr.: P. K. Ewing

WNOE
NEW ORLEANS—EST. 1926
MUTUAL BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts

The New WDSU offers...

* 5,000 WATTS, DELIVERING 20,000 WATTS, IN THE POPULATED AREAS OF SOUTH LOUISIANA-MISSISSIPPI
* ONLY NEW ORLEANS STATION WITH BOTH PA AND UP NEWS SERVICES
* OCCUPIES A CENTRAL DIALING POSITION
* IS AFFILIATED WITH THE BLUE NETWORK
* EMPHASIZES LOCAL PROGRAMMING
* 24-HOUR SERVICE
WSMB

NEW ORLEANS—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 1350 Kc. Power: 5000 Watts
Owned-Operated By: WSMB, Inc.
Address: Maison Blanche Bldg.
Phone Number: Raymond 0423
Transmitter Location: Algiers, La.
Time on the Air: 7 a.m. to 12 midnight
Transcription Service: NBC Thesaurus
Personnel
President: E. V. Richards
General Manager: H. Wheelahan

WWL

NEW ORLEANS—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 870 Kc. Power: 50000 Watts
Owned-Operated By: Loyola University
Address: Roosevelt Hotel
Phone Number: Raymond 2194-5-6-7
Transmitter Location: Kenner, La.
Time on the Air: 5 a.m. to 12 midnight
Transcription Service: UP
Personnel
Station Manager: W. H. Summerville
Commercial Manager: Larry Baird
Merchandising Manager: Alice R. Barclay
Program and Production Director: Dean Long
Director of War Programs: Stanley Reyes
Agricultural Director: Gordon Loudon
Chief Engineer: J. D. Bloom, Jr.

KRMD

SHREVEPORT—EST. 1928
BLUE NETWORK
LOUISIANA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KRMD, Inc.
Business Address: P. O. Box 1712
Phone Number: 6171-2
Studio Address: New Jefferson Hotel
Transmitter Location: New Jefferson Hotel
Time on the Air: 6 a.m. to midnight
News Service: INS
Personnel
General & Commercial Manager: G. V. Wilson
Station Director: Elizabeth Allford
Musical Director: Elizabeth Allford
Chief Engineer: J. C. Irby, Jr.

KTBS

SHREVEPORT—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1460 Kc. Power: 1000 Watts
Owned-Operated By: Radio Station KTBS (A Partnership)
Studio Address: Commercial Bldg.
Transmitter Location: Hart Island Road
Phone Number: 3-3673
Time on the Air: 6:30 a.m. to midnight
Transcription Service: NBC Thesaurus:
Lang-Worth
Personnel
General Manager: John C. McCormack
Assistant Manager: B. G. Robertson
Commercial Manager: Leslie H. Peard, Jr.
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 p.m.; Sundays, 6 a.m. to 1:05 a.m.
Newspaper Affiliation: The Shreveport Times
News Service: AP, UP
Transcription Service: Standard
Representative: The Branham Co.

Personnel
President: John D. Ewing
Station Manager: Fred Ohl
Commercial Manager: J. A. Oswald
Sales Promotion: James T. Briggs
Program Director: Howard Langfitt
Chief Engineer: W. E. Antony
(See Page 440)
MAINE

For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

WRDO

AUGUSTA—EST. 1932
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By .................. WRDO, Inc.
Address .................................. 175 Water St.
Phone Number .......................... 2285
Transmitter Location . . . Chelsea, Me.
Time on the Air ....................... 7:00 a.m. to 1
News Service .......................... UP
Transcription Service .................. Associated Music Publishers
Representatives ....................... Weed & Company
Personnel
President .............................. Adeline B. Rines
Station Manager ..................... Quenton Crandall
Commercial Manager .............. Walter Weightman
Program Director .......................... Dan Kelly
Chief Engineer .......................... Harold T. Dinsmore

WABI

BANGOR—EST. 1921
COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK
Frequency: 910 Kc 1000 Watts. C.P. 5000 Watts
Owned-Operated By .................. Community Broadcasting Service, Inc.
Address .................................. 57 State St.
Phone Number .......................... 6447-6446
Transmitter Location .............. Wilson St., Brewer, Me.
Time on the Air ....................... 7 a.m. to 12 midnight
Transcription Service .................. Associated Library
Representative .......................... R. C. Foster, Boston
Personnel
President and Station Manager . . . F. B. Simpson
Commercial Manager .................. Guy Corey
Program Director .......................... Harold Dorr
Chief Engineer .......................... Walter Dickson

WLIZ

BANGOR—EST. 1926
NATIONAL BROADCASTING CO.
YANKEE NETWORK
NEW ENGLAND REGIONAL NETWORK
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By .................. Maine Broadcasting Co.
Address .................................. 100 Main St.
Phone Number .......................... 6023

Transmitter Location .................. Bangor
Time on the Air ....................... Unlimited license
Transcription Service .................. NBC Thesaurus Representative .......................... Weed & Company

Personnel
President .............................. William H. Rines
Station Manager ..................... Edward E. Guernsey
Program Director .......................... Norman Lambert
Chief Announcer ..................... Irving Hunter
Chief Engineer .......................... John Wibby

WCOU

LEWISTON—EST. 1938
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By .................. Twin City Broadcasting Co., Inc.
Address .................................. 223 Lisbon St.
Phone Number .......................... 3140-3141
Transmitter Location .................. East Ave.
Time on the Air ....................... 18 hours per day
News Service .......................... UP

Covering
Maine's Richest Industrial Area

WCOU

Mutual's Voice in Maine Serves
LEWISTON—AUBURN
PORTLAND

The No. 1 and No. 2 Maine Markets
Primary Coverage—293,937
Radio Homes—66,230

AT LOWEST COST PER LISTENER

Represented Nationally by
Forjoe & Company
New York • Chicago • Philadelphia
MAINE

Transcription Service .................. Standard Representative .................. Forjoe & Co.

Personnel
President .................. Faust Couture
Station and Commercial Manager .................. Oscar J. Normand
Program Director .................. Harold Dyer
Publicity Director and Chief Announcer .................. Lavern Colton
Musical Director .................. Marion Payne Louisfell
Chief Engineer .................. John T. Duty

WCSH
PORTLAND—EST. 1925
NBC-YANKEE-NEW ENGLAND REGIONAL AND YANKEE
Frequency: 970 Kc. Power: 5000 Watts
Owned-Operated By .................. Congress Square Hotel Co.
Business Address .................. 157 High St.
Phone Number .................. Portland 3-9667
Studio Address .................. Eastland Hotel
157 High St., Portland, Me.
Transmitter Location .................. Scarboro, Me.
Time on the Air: 6:15 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service .................. UP & AP
Transcription Service .................. NBC Thesaurus
Representative .................. Weed & Co. & Bertha Bannan

Personnel
President .................. Adeline B. Rines
Station Manager .................. William H. Rines
Commercial Manager .................. Albert W. Smith
Program Director .................. Arthur Owens
Publicity Director .................. Linwood T. Pitman
Musical Director .................. Norman Ayres
Chief Engineer .................. C. Fred Crandon

WGAN
PORTLAND—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 580 Kc. Power: 5000 Watts
Owned-Operated By .................. Portland Broadcasting System, Inc.
Address .................. Columbia Hotel
Phone Number .................. 2-7489
Transmitter Location .................. Portland
Time on the Air: 6:30 a.m. to 12:00 mid.;
Sundays, 8:00 a.m. to 12:00 mid.
Newspaper Affiliation .................. Gannett Publishing Co.
Transcription Service .................. Standard Radio Representative .................. Paul H. Raymer Co.

Personnel
President .................. Guy P. Gannett
General Manager .................. Creighton E. Gatchell
Commercial Manager .................. Arthur K. Atherton
Program Manager .................. Richard E. Bates
Chief Announcer .................. Samuel G. Henderson, Jr.
Chief Engineer .................. Roger W. Hodgkins

WAGM
PRESQUE ISLE—EST. 1930
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By .................. Aroostook Broadcasting Corporation
Address .................. Northern National Bank Bldg.
Phone Number .................. 8821
Transmitter Location .................. Northern National Bank Bldg.
News Service .................. UP
Transcription Service .................. World, R. C. Foster, Cox & Tanz

Personnel
President .................. Hugh McQuire
Station and Commercial Manager .................. Harold D. Glidden
Chief Announcer .................. Carl Pacifici
Chief Engineer .................. Lester E. Hughes

FOR QUALITY AP!
ON THE BASIC NBC NETWORK

Nationally represented by Edward Petry & Co., Inc.
WBAL
Baltimore—Est. 1925
NATIONAL BROADCASTING COMPANY
Frequency: 1090 Kc. Power: 50,000 Watts
Owned-Operated By: Hearst Radio, Inc.
Address: Lexington Bldg.
Phone Number: Lexington 4900
Transmitter Location: Reistertown, Md.
Time on the Air: 6 a.m.-1:30 a.m.
News Service: INS; UP & AP
Transcription Service: Standard Radio; World Broadcasting System
Representative: Edward Petry & Co.

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
Transmitter Location: Park Heights Avenue
Extended Time on the Air: 6 a.m. to 1:05 a.m.; Sundays, 8 a.m. to 1:05 a.m.
News Service: INS
Transcription Service: Lang-Worth.
Representative: Paul H. Raymer Company

WCMB
Baltimore—Est. 1924
BLUE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Baltimore Broadcasting Corporation
Address: North at Harford
Phone Number: University 8400
Transmitter Location: 1100 East Cold Spring Lane
Time on Air: 6:30 a.m.-1 a.m.
News Service: INS, UP
Transcription Service: Lang-Worth & MacGregor
Representative: Free & Peters, Inc.

WFBR
Baltimore—Est. 1922
MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: Baltimore Radio Show, Inc.
Business Address: 10 East North Ave.
Phone Number: Mulberry 1300
Studio Address: Radio Center
Transmitter Location: Waterview Ave.
Time on Air: 6 a.m. to 1 a.m.
News Service: AP, INS
Representative: John Blair & Co.

Personnel
President: Lewis M. Milbourne
Vice-President-General: L. Waters Milbourne
Manager: Gordon A. Schelhing, George L. Filling
Musical Director: Robert P. Iula
Chief Engineer: Martin L. Jones

President: Robert S. Maslin, Sr.
Executive Vice-President: Hope H. Barroll, Jr.
Director of National Sales: Andrew H. Hilgartner
Local Sales Manager: William S. Fire, Jr.
Sales Promotion Manager: William H. Dothard
Program Director: Bert Harauer
Production Manager: Henry Hickman
Publicity Director: Robert S. Maslin, Jr.
Musical Director: Jos. Imbrogullo
Chief Engineer: William Q. Ranft
History tells us Demosthenes practised while walking back and forth along the sands, making his speech to the ocean.

But he delivered his famous orations before tremendous crowds. Thus, he gave some of the masterpieces of oratory to posterity.

Demosthenes is the story of radio. No matter how excellent your program, unless the public is tuned-in . . . you're broadcasting to the ocean.

Your sales message broadcast over WCBM reaches the Baltimore market, for listening to WCBM is a habit in Baltimore.

Fish Make Poor Customers!

Baltimore's
Listening Habit

WCBM

John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager
MARYLAND

WITH
BALTIMORE—EST. 1940
Frequency: 1230 Kc. Power: 250 Watts
Owned By: Maryland Broadcasting Co.
Operated By: Thomas G. Tinsley, 2nd
Address: 7 E. Lexington St.
Phone Number: Lexington 7808-9-10-11
Transmitter Location: 1230 Curtain St.
Time on the Air: 24 hours a day
News Service: Associated Press
Transcription Service: Lang-Worth
Standard Radio & Associated
Representative: Headley-Reed Company

Personnel
President-Station Mgr. Thomas G. Tinsley, 2nd
Assistant Station Manager: Helen Powers
Commercial Manager: R. C. Embry
Program Director-Chief Announcer: Raymond W. Baker
Production Manager: James T. Mahoney
Musical Director: James T. Mahoney
Chief Engineer: James Duff
(See Page 450)

WTBO
CUMBERLAND—EST. 1929
NATIONAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Operated By: Associated Broadcasting Corporation
Address: 31 Frederick St.
Phone Number: Cumberland 298 and 299
Transmitter Location: Fort Hill, Cumberland
Time on the Air: 7:00 a.m. to 12 midnight; Sundays, 8:00 a.m. to 12 midnight
News Service: United Press
Transcription Service: World Broadcasting System
Representative: Spot Sales, Inc.

Personnel
President-General Manager: Aurelia S. Becker
News Editor: Nelson Spencer
Office Manager: Angela Ryland

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, 1627
Studio Addresses: Winchester Hall, Gobrecht Bldg., Hanover, P.a.; 32 W. Main St., Westminster, Md. and Leesburg, Va.
Transmitter Location: Frederick, Md.
IN BALTIMORE

You’ll be glad to know that W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent, than any of the other 4 stations in town.

WITH

TOM TINSLEY, President

Represented Nationally by HEADLEY-REED
**Time on the Air**
- 6:30 a.m. to 12:05 a.m.; Sundays, 7:30 a.m. to 12:05 a.m.
- News Service: Transradio & AP
- Transcription Service: World Broadcasting System & Lang-Worth

**Personnel**

President: Major Laurence Leonard
Chief Announcer: Ed McCurdy
Commercial Manager: Wm. E. Hardy
Program Director: Eve Chamberlain Leonard
Chief Engineer: Julius Thiel

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**WJEJ**

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 Number: 2323
Transmitter Location: Carroll Heights
Time on the Air: 7:00 a.m. to 2:00 a.m.
News Service: Associated

**Personnel**

Gen. Manager: Grover C. Crilley
National Sales Manager: H. A. Seville
Commercial Manager: Clarence Myers
Program Director: Amos Harper
Director of War Programs: Bernice Crilly
Chief Engineer: George W. McIntire

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**WBOC**

SALISBURY—EST. 1940
MUTUAL BROADCASTING SYSTEM
ATLANTIC COAST NETWORK-MARYLAND COVERAGE NETWORK

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Peninsula Broadcasting Co.
Address: Radio Park
Phone Number: Salisbury 2480-2481
Transmitter Location: 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
Assistant Program Director: Jane Allen
Chief Announcer: Lonnie Starr
Musical Director: Russell Yohe
Chief Engineer: Peter A. Alfonsi
NEW TO THE BLUE

JUNE 15, 1945

WCOP Boston

A COWLES STATION

Represented Nationally by the KATZ AGENCY
**WBZ & WBZA**  
**BOSTON & SPRINGFIELD**  
**EST. 1921**  
**NATIONAL BROADCASTING CO.**  
**NEW ENGLAND REGIONAL NETWORK**  

Frequency: 1030 Kc. . . . . Power: 50000 (WBZ), 1000 (WBZA)  
Owned and Operated By. . . . . Westinghouse Radio Stations, Inc.  
Address. . . . . . . . . . . . Hotel Bradford, Boston; Hotel Kimball, Springfield  
Phone Number. . . . . Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)  
Transmitter Locations. . . . . Hull, Mass. (WBZ), Springfield, Mass. (WBZA)  
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  

**News Service**. . . . . AP, UP  
**Transcription Service**. . . . . Standard Radio and NBC Thesaurus  
Representative. . . . . National Broadcasting Co. (National); Weed & Co. (Regional)  

**Personnel**  
President. . . . . Geo. H. Bucher  
Station Manager. . . . . C. S. Young  
Program Manager. . . . . W. Gordon Swan  
Production Manager. . . . . John H. Wright  
Sales Manager. . . . . C. Herbert Massé  
Sales Promotion Manager. . . . . George W. Slade  
Chief Engineer. . . . . W. H. Hauser (WBZ)  
Chief Engineer. . . . . H. E. Randol (WBZA)  

**WBZ & WBZA**  
**BOSTON & SPRINGFIELD**  
**EST. 1921**  
**NATIONAL BROADCASTING CO.**  
**NEW ENGLAND REGIONAL NETWORK**  

Frequency: 1030 Kc. . . . . Power: 50000 (WBZ), 1000 (WBZA)  
Owned and Operated By. . . . . Westinghouse Radio Stations, Inc.  
Address. . . . . . . . . . . . Hotel Bradford, Boston; Hotel Kimball, Springfield  
Phone Number. . . . . Hancock 4261 (WBZ), Springfield 6-8336 (WBZA)  
Transmitter Locations. . . . . Hull, Mass. (WBZ), Springfield, Mass. (WBZA)  
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.  

**News Service**. . . . . AP, UP  
**Transcription Service**. . . . . Standard Radio and NBC Thesaurus  
Representative. . . . . National Broadcasting Co. (National); Weed & Co. (Regional)  

**Personnel**  
President. . . . . Geo. H. Bucher  
Station Manager. . . . . C. S. Young  
Program Manager. . . . . W. Gordon Swan  
Production Manager. . . . . John H. Wright  
Sales Manager. . . . . C. Herbert Massé  
Sales Promotion Manager. . . . . George W. Slade  
Chief Engineer. . . . . W. H. Hauser (WBZ)  
Chief Engineer. . . . . H. E. Randol (WBZA)  

**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  
Chief Announcer. . . . . C. H. Dickerman  
Musical Director. . . . . Francis E. Bellizia  
Chief Engineer. . . . . W. J. Stiles  

**WHDH**  
**BOSTON—EST. 1929**  
**BLUE NETWORK**  

Frequency: 850 Kc. . . . . Power: 5000 Watts  
Owned-Operated By. . . . . Matheson Radio Co.  
Address. . . . . . . . . . . . Hotel Toumaine, 62 Boylston St.  
Phone Number. . . . . Hancock 0900  
Transmitter Location. . . . Saugus, Mass.  
Time on the Air. . . . . 6:30 a.m. to 12:30 a.m.; Sunday, 7 a.m. to 12:30 a.m.  

**News Service**. . . . . UP and AP  
**Transcription Service**. . . . . World Broadcasting System, Associated Recorded Program Service, NBC Thesaurus  
Representative. . . . . Spot Sales, Inc.  

**Personnel**  
President. . . . . A. E. Matheson  
Station Manager. . . . . Ralph G. Matheson  
Sales Manager. . . . . R. G. Matheson  
Sales Promotion Manager. . . . J. P. Higgins  
Musical Director. . . . . E. M. Knabe  
Program Director. . . . . Russell Offhaus  
Chief Engineer. . . . . R. G. Matheson
This little budget went to 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 12 midnight; Sundays, 9:00 a.m. to 12 midnight

Transcription Service: Lang-Worth

Representative: Joseph Hershey McGilvra, Inc.

**Personnel**

President-Program Director: John E. Reilly

Sales Mgr., Prom. Dir.: Wm. S. Pote

**WNAC**

**BOSTON—EST. 1922**

**MUTUAL BROADCASTING SYSTEM**

**YANKEN 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 2 a.m.

News Service: AP & INS

Transcription Service: and Standard

Representative: Edward Petry & Co., Inc.

**Personnel**

President: William F. O’Neil

Chairman of the Board and

General Manager: John Shepard, 3rd

Executive Vice-President and

Station Manager: Linus Travers

Promotion Director: James S. Powers

Publicity Director: Phyllis Doherty

Program Director: Eleanor Geer

War Program Director: George Stielfy

Production Director: George Stielfy

Musical Director: Bobby Norris

Chief Engineer: Irving B. Robinson

**WORL**

**BOSTON—EST. 1926**

Frequency: 950 Kc. Power: 1000 Watts

Owned-Operated By: Broadcasting Service Organization, Inc.

Address: 216 Tremont St.

Transmitter Location: Needham, Mass.

Time on the Air: 6:30 a.m. to Sunset

News Service: AP and UP

**Personnel**

General Manager: George Lasker

Publicity Director: H. Lucy

Program Director: Robert N. Perry

Chief Engineer: John Parker

**WOCB**

**WEST YARMOUTH*—EST. 1944**

Frequency: 1240 Kc. Power: 250 W.

Owned-Operated By: E. Anthony & Sons, Inc.

Business Address: South Sea Ave., West Yarmouth, Mass.

Phone Number: 501

Transmitter Location: South Sea Ave., West Yarmouth, Mass.

Time on the Air: Sunday, 8:30 a.m. to 11:30 p.m.; Weekdays, 7:30 a.m. to 11:30 p.m.

Representatives: Wm. G. Rambeau Co. and Bertha Bannor

**Personnel**

Manager: Hugh R. Norman

Program Director: Don Sellers

Cape Cod.

**WSAR**

**FALL RIVER—EST. 1921**

**MUTUAL—YANKEE**

Frequency: 1480 Kc. Power: 1000 Watts

Owned-Operated By: Doughty & Welch Electric Co.

Address: Academy Bldg.

Phone Numbers: 7-9477-8 (studio); 24261 (Transmitter)

Transmitter Location: So. Somerset

Time on the Air: 7:30 a.m. to 12 midnight

News Service: INS

Newspaper Affiliation: Fall River Herald News

Transcription Service: Standard Radio

Representative: Headley Reed Co.

**Personnel**

President: C. E. Sevigny

Station Manager: F. M. Headley

Asst. Station Manager: Philomena J. Maurelli

Program Director: Josephine Y. Welch

Commercial Manager: Leonard C. Cox

Chief Engineer: John C. Favaro

**WEIM**

**FITCHBURG—EST. 1941**

**MUTUAL-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts

Owned-Operated By: Radio Station WEIM, Inc.

Address: 717 Main Street

Phone Number: Fitchburg 1600

Transmitter Location: Lunenburg-Fitchburg line

Time on the Air: Unlimited

New Service: AP
Transcription Service .......................... Standard National Representative ...... The Walker Co.

**Personnel**

Operating Partner .................. Milton H. Meyers Station Manager and Program Director ....... Earle G. Clement Commercial Manager and Publicity Director ...... Mortimer Silverman, Jr. Chief Announcer ............ Robert Reynolds War Program Director ....... Dorothy McKitterick Chief Engineer .................. Theodore Kalin Record MC .................. Eddie Johnson

**WHAI**

GREENFIELD—EST. 1938
MUTUAL-YANKIE NETWORK
Frequency: 1240 Kc........ Power: 250 Watts Owned-Operated By ...... John W. Haigis Address .......................... 354 Main St. Phone Number .................... 4301 Transmitter Location ......... Woodard Rd. Time on the Air: 7:30 a.m. to 11:30 p.m. Transcription Service ...... World Broadcasting System Representative ............. Burn-Smith Co.

**Personnel**

Owner .................................... John W. Haigis Station Manager ............... Horace W. Nichols Commercial-Sales Promotion Manager .............. Horace W. Nichols Publicity Director ............ Horace W. Nichols Program Director ............. Ross Miller, Jr. Chief Announcer and Musical Director .......... Ross Miller, Jr. Chief Engineer .................. Leland F. Wheeler

**WHYN**

HOLYOKE—EST. 1941
MUTUAL-YANKIE 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 .......... Standard Representatives .......... Bertha Bannon

**Personnel**

President .......................... Mrs. William R. Dwight Station and Commercial Manager ...... Patrick J. Montague Program Director ............. Thomas R. Humphrey Chief Announcer ............. Ward Gardner Chief Engineer .................. Thomas Humphrey

**WLaw**

LOWELL-LAWRENCE—EST. 1937
COLUMBIA BROADCASTING SYSTEM
Frequency: 680 Kc........ Power: 5000 Watts Owned-Operated By ...... Hildreth & Rogers Company Address .......................... 278 Essex Street Phone Numbers ........................ Lawrence 4107, 4108 & 4109 Transmitter Location ...... River Road, West Andover, Mass. Time on the Air: 6 a.m. to 1 a.m.; (19 hours); Sunday, 8 a.m. to 1 a.m. News Service .................. UP Transcription Service .......... Standard Radio & World Representative ...... The Katz Agency, Inc., National New England Radio Adv. (Regional)

**Personnel**

President .......................... Irving E. Rogers Station Manager .......... George H. Jaspert Commercial Manager ...... David M. Kimel Program Director ............. Joseph P. Oakes Production Manager .......... Fred P. Lafevy Chief Announcer ............. Fred P. Lafevy Chief Engineer ............... George A. Hinckley

**WLLH**

LOWELL-LAWRENCE—EST. 1934
MUTUAL-YANKIE NETWORK

**Personnel**

President .......................... A. S. Moffat Station Manager .......... Robert F. Donahue Commercial Manager ...... Haskell Bloomberg Chief Engineer .................. Ralph Newton
WESX
SALEM—EST. 1939
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By: North Shore Broadcasting Company
Business Address........126 Washington St., Salem, Mass.
Phone Number..............Salem 5670
Transmitter Location........Marblehead
Time on the Air...........7 a.m. to 11 p.m. weekdays; 8:00 a.m.-11:00 p.m. Sundays
Transcription Service......World Broadcasting System; Associated Music Publishers; NBC Thesaurus; Keystone

Personnel
President ......................Charles W. Phelan
General Manager............A. V. Morgan

WNBH
NEW BEDFORD—EST. 1921
BLUE NETWORK
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By: E. Anthony & Sons
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, 8:30 a.m. to 11:30 p.m.
Newspaper Affiliation......New Bedford Stand.
News Service................AP
Transcription Service......NBC Thesaurus
Representative..............William G. Rambeau, R. C. Foster, Boston

Personnel
President ......................Basil Brewer
Station Manager.............Hugh R. Norman
Sales Promotion Manager....Theo. M. Healy
Program Director............Evelyn Mello
Chief Announcer.............Bill Pendergrast
Director War Programs......Earle D. Wilson
Chief Engineer..............Everett Parker

Serving
New England’s
3rd Largest Concentrated Audience
WLAW
LAWRENCE, MASS.
The Voice
of
Northern New England

5000 WATTS

SEND FOR COVERAGE MAP

CLEAR CHANNEL

680 KC.
**WB RK**  
PITTSFIELD—EST. 1938  
MUTUAL—YANKEE NETWORKS

Frequency: 1340 Kc...Power: 250 Watts  
Owned-Operated By...Monroe B. England  
Address ...8 Bank Row  
Phone Number ...2-1553  
Transmitter Location ...1100 East St.  
Time on the Air...7 a.m. to 12 midnight  
News Service ...UP  
Transcription Service ...Standard  
Representative...The Walker Co.

**Personnel**

President-Station Manager...Monroe B. England  
Station Manager...John Parsons  
Program Director...William Geary  
Sales Promotion Manager...William Geary  
Chief Engineer...Leonard Lavendol

**WM AS**  
SPRINGFIELD—EST. 1932  
COLUMBIA BROADCASTING SYSTEM

Frequency: 1450 Kc...Power: 250 Watts  
Owned-Operated By...WMAS, Inc.  
Address ...Hotel Charles  
Phone Number ...7-1414  
Transmitter Location...Pynchon Park  
Time on the Air...7 a.m. to midnight  
News Service ...INS  
Transcription Service...Associated Music  
Representative...Edward Petry & Co.

**Personnel**

President...A. S. Moffat  
General Manager...Warren M. Greerwood  
Production Manager...Ben C. Sweet  
Chief Announcer...Harry Robator  
Chief Engineer...Earle G. Hewinson

**WSPR**  
SPRINGFIELD—EST. 1936  
BLUE NETWORK

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  
Publicity Director...Howard S. Keefe  
Chief Announcer...Robert L. Jones  
Chief Engineer...Lawrence A. Reilly

**WA AB**  
WORCESTER—EST. 1930  
MUTUAL-YANKEE NETWORK

Frequency: 1440 Kc...Power: 5000 Watts  
Owned-Operated By...The Yankee Network, Inc.  
Address ...34 Mechanic St.  
Phone Number ...6-1411  
Transmitter Location...Holden, Massachusetts  
Time on the Air: 6 a.m. to midnight; Sunday, 8 a.m. to midnight  
News Service ...AP & INS  
Transcription Service...Associated Music Publishers and Standard  
Representative...Edward Petry & Co., Inc.

**Personnel**

President...William F. O'Neil  
Exec. Vice-President...Linus Travers  
Chairman of the Board and General Manager...John Shepard, 3rd  
Executive Vice-President...Linus Travers  
Station Manager...H. William Koster  
Publicity Director...James S. Powers  
Merchandising...Arthur Lathrop  
Sales Promotion Manager...Arthur Lathrop  
Program Director...Harmon H Hyde  
Musical Director...Robert Pooley  
Chief Engineer...Joseph Grahn
WORC
WORCESTER—EST. 1925
BLUE NETWORK
Frequency: 1310 Kc. Power: 1000 Watts
Owned-Operated By: A. F. Kleindienst
Address: 65 Elm Street
Phone Number: 5-3101
Transmitter Location: Auburn, Mass.
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8:45 a.m. to 11:15 p.m.
News Service: INS
Transcription Service: Lang-Worth
Representative: Weed & Co.

Personnel
Owner: A. F. Kleindienst
Station Manager: Mildred P. Stanton

WTAG
WORCESTER—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 580 Kc. Power: 5000 Watts
Owned and Operated By: Worcester Telegram Publishing Company, Inc.
Address: 18-20 Franklin Street
Phone Number: 5-4321
Time on the Air: 6 a.m. to 12:05 a.m.
Newspaper Affiliation: Worcester Telegram & The Evening Gazette
News Service: AP
Transcription Service: World Broadcasting System
Representatives: Paul H. Raymer Co.; Bertha Bannan

Personnel
Vice-President-General
Manager: George F. Booth
Managing Director: Edward E. Hill
Commercial Manager: Herbert L. Krueger
Manager of Local Sales: Robert I. Brown
Production-Program Director: David H. Harris
Production Supervisor: Dol Brissette
Publicity Director: Mitzi Kornetz
War Program Director: Mary Lou Evans
Chief Announcer: Philip Brook
Musical Director: Dol Brissette
Chief Engineer: Elliot A. Browning

FOR QUALITY
AP!
No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network.
WELL
BATTLE CREEK—EST. 1925
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Federated Publications, Inc.
Phone Numbers: 5655; 7166
Transmitter Location: Michigan National Bank Bldg.
Time on the Air: Unlimited license
News Service: AP, UP
Newspaper Affiliation: Enquirer-News
Transmission Service: World
Representative: Burn-Smith Company, Inc.

Personnel
President: A. L. Miller
General Manager: D. E. Jayne
Commercial Manager: E. P. Mills
Program Director: Frank Jayne
Chief Announcer: Bruce O’Leary
Chief Engineer: Earl J. Stone

WBCM
BAY CITY—EST. 1925
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Bay Broadcasting Co., Inc.
Address: Wenonah Hotel
Phone Numbers: Bay City 7551-7552
Transmitter Location: Tuscola Road
Time on the Air: 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service: UP
Transmission Service: NBC Thesaurus;
Representative: George P. Hollingerby

Personnel
President: Harley D. Peet
General Manager: H. A. Giesel
Musical Director: L. H. DeRemer
Chief Engineer: Ralph H. Carpenter

WHDF
CALUMET—EST. 1929
MUTUAL—NORTH CENTRAL BROADCAST
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan Broadcasting Co.

Business Address: Community Bldg., Houghton, Mich.
Phone Numbers: Houghton 1; Calumet 869
Studio Address: 515 Scott St., Calumet
Transmitter Location: Laurium, Michigan
Time on the Air: 6:30 a.m. to 10:30 p.m.
Newspaper Affiliation: Daily Mining Gazette
Transmission Service: World
Standard, Long-Worth, Keystone
Representative: Sears and Ayer, Inc.

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
Transmission Service: Associated Music Publishers; World and Standard
Representatives: Forjoe & Company, Hal Holman

Personnel
President-Station Manager: James F. Hopkins
Commercial Manager: A. H. Crogan
Program Director: Sybil Krieger
Publicity Director: N. W. Hopkins
Musical Director: Pete Angel
Chief Announcer and Engineer: E. McKenzie

WJLB
DETROIT—EST. 1926
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: John L. Booth Broadcasting, Inc.
Address: 31st and 34th Floor, Eaton Tower
Phone Number: Cadillac 7600
Transmitter Location: 7310 Woodward Ave.
Time on the Air: 6:00 a.m. to 2:30 a.m.
News Service: AP
Transmission Service: Standard
Representative: Burn-Smith Co.

Personnel
President-General Manager: John L. Booth
Station Manager: Hugh V. Gray
The Preferred Station in Detroit—
America's Greatest Industrial Market.

WWJ
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK
MICHIGAN

Sales Manager.......................... Eric V. Hay
Sales Promotion Mgr. ................. Mitchell Jachminski
Program Director & Production Mgr. .... Doug Wright
Chief Announcer......................... Tom McCullough
Musical Director........................ Herbert Mertz
Publicity Director...................... Rita Powers
Chief Engineer.......................... Edward Clark

WJR
DETROIT—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 760 Kc............ Power: 50000 Watts
Owned-Operated By .......... WJR, The Goodwill Station
Business Address ................. 2103 Fisher Building
Phone Number .................... Madison 4440
Studio Address: 28th Floor Fisher Building
Transmitter Location ......... Wyandotte, Mich.
Time on the Air ..................... 20 Hrs. Daily
News Service ......................... AP, INS & UP
Transcription Service ......... World Broadcasting System; Standard Radio, Long-Worth & Thesaurus
Representative ............... Edward Petry & Co., Inc.

Personnel
President.............................. G. A. Richards
Ass't to President............... Eugene Carr
Vice-President and Gen. Mgr. ..... Leo Fitzpatrick
Ass't Gen'l Manager............. Owen F. Uridge
Sales Manager ....................... Charles G. Burke
Sales Promotion and Publicity ... Mark Haas
Program Director ..................... Franklin Mitchell
Production Manager ............... Eric Howlett
Musical Directors ................. Samuel Benavie & Paul LaVoie
Chief Engineer Trans. .......... Merrill Mitchell
Chief Engineer Studio .......... Andrew Friedenthal
Chief Announcer ................. Franklin "Bud" Mitchell
Record M.C. ......................... Russ Mulholland

W W J
DETROIT—EST. 1920
NATIONAL BROADCASTING CO.
Frequency: 950 Kc............ Power: 5000 Watts
Owned-Operated By: Evening News Association
Business Address ................. 630 W. Lafayette
Phone Number .................... 8-2100
Studio Address ..................... 624-30 W. Lafayette
Transmitter Location: 12700 W. 8 Mile Road
Oak Park, Detroit, Michigan
Time on the Air: 6 a.m. to 12 midnight; Sunday
8 a.m. to midnight
Newspaper Affiliation ......... The Detroit News
News Service ......................... UP & AP
Transcription Services ........ Standard Representative .... George P. Hollingbery Co.

WXYZ
DETROIT—EST. 1925
BLUE NETWORK—MICHIGAN RADIO NETWORK
Frequency: 1270 Kc............ Power: 5000 Watts
Owned-Operated By: King-Trendle Broadcasting Corporation
Business Address ................. 1700 Stroh Building
Phone Number .................... Cherry 8321
Studio Address ..................... 8415 East Jefferson Ave.
Transmitter Location .......... 15500 Joy Road
Time on the Air ..................... 6:30 a.m. to midnight
News Service ......................... UP and INS
Transcription Service ........ Standard Radio; Associated Music and Long-Worth
Representative ............. Paul H. Raymer Co.

Personnel
President.............................. George W. Trendle
General Manager............... H. Allen Campbell
Asst. COMM. Mgr. ............... James G. Riddell
Sales Promotion, Advertising
Mgr. ............................. Lambert B. Beeuwkes
Studio Manager ..................... H. Earl Moore
Director of Production ........ Charles Livingstone
Merchandising Manager ....... Harold S. Christian
News Editor ......................... Felix Holt
Chief Announcer ................. Jack McCarthy
Traffic Manager .................... Bess Ashton
Musical Director ................. Benny Kite
Chief Engineer ...................... Verne C. Alston

WKAR
EAST LANSING—EST. 1922
EAST LANSING—EST. 1922
Frequency: 870 Kc............ Power: 5000 Watts
Owned-Operated By: Michigan State College
Business Address ................. East Lansing
Phone Number .................... 8-1511, ext. 600
Studio Address ..................... Auditorium Building
Transmitter Location ........... Campus
Time on the Air: 7 a.m. to 7 p.m.
News Service ......................... AP
Transcription Service ........ Standard

Station Manager ............... Robert J. Colson
Chief Engineer ..................... Norris Grover
(Non-Commercial Station)
national network originations make WXYZ a great station!
**MICHIGAN**

**WDWC**
**ESCANABA—EST. 1941**
MUTUAL—NORTH CENTRAL—WOLVERINE
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Delta Broadcasting Company
Address: First and Ludington Streets
Phone Number: 787
Transmitter Location: First and Ludington
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio

**Personnel**
General Manager: Gordon H. Brozek

**WDF**
**FLINT—EST. 1922**
BLUE NETWORK
MICHIGAN RADIO NETWORK
ABC NETWORK—WOLVERINE
Frequency: 910 Kc. Power: 1000 Watts
Owned-Operated By: Flint Broadcasting Co.
Address: Mott Bldg., Mott Bldg., Flint, Mich.
Phone Number: 2-7158
Transmitter Location: Bristol Road
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP
Transcription Service: Lang-Worth and Standard & Thesaurus
Representative: Joseph Hershey McGillvra, Inc.

**Personnel**
President-Station Manager: Howard M. Loeb

**WLAV**
**GRAND RAPIDS—EST. 1940**
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
MICHIGAN RADIO NETWORK
ABC NETWORK—WOLVERINE
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Leonard A. Versluis
Address: Keeler Building, 6 Fountain St., N.E.
Phone Number: 6-5461
Transmitter Location: 6 Fountain St., N.E.
Time on the Air: Unlimited license
News Service: INS
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

**Personnel**
Owner: Leonard A. Versluis
Station Manager: Hy M. Steed
Sales Manager: Hy Steed
Traffic Manager: Elizabeth Shutter
Production Manager: Joe Hooker
Chief Engineer: Raymond Plank

**Commercial Manager:** F. S. Loeb
**Program Director:** Adrian R. Cooper
**Production Manager:** Elmer Knopf
**Publicity Director:** H. M. Loeb
**Sales Promotion Manager:** F. S. Loeb
**Chief Announcer:** Marvin Levey
**Musical Director:** William Geyer

**FOR QUALITY**

**AP !**
NBC for Western Michigan

WOOD
Grand Rapids

TOPS IN PROGRAMS

WOOD has more than twice as many Grand Rapids listeners as any other station anywhere ... and Grand Rapids is Michigan's Greatest Market outside Detroit.
WOOD
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: Town Line Road, 4 miles south of Grand Rapids
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .... Lang-Worth, World
Transcription Service .... Lang-Worth
Personnel
President .......... George W. Trendle
Station and Sales Manager .... Stanley W. Barnett
Merchandising Manager .... Paul Eichhorn
Program and Production Director .... Sandy Meek
Publicity Director .... Lenore Little
Musical Director .... Sandy Meek
Chief Engineer .... Fred W. Russell

WJEF
GRAND RAPIDS—EST. 1945
CBS
Frequency: 1230 Kc. ....... Power: 250 Watts
Owned By .......... Fetzer Broadcasting Co.
Operated By: John E. Fetzer, Managing Director
Business Address .... Pantlind Hotel
Phone Number .... 6-8512
Transmitter Location .... Pantlind Hotel
Time on the Air: 7 a.m. to 12:05 a.m.
News Service .... Associated Press
Transcription Service .... Associated Press
Representative .... Free & Peters, Inc.
Personnel
Managing Director .... John E. Fetzer
Station Manager .... John E. Fetzer
Sales Manager .... John W. O'Harrow
Sales Promotion Mgr. .... John W. O'Harrow
Program Director .... Willis F. Dunbar
Publicity Director .... Susan James
Chief Announcer .... Miles Olson
Chief Engineer .... Carl E. Lee

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 Number .... 20
Transmitter Location: U. S. Highway No. 2 & Douglas Boulevard
Time on the Air: 6:25 a.m. to 10:30 p.m.
News Service .... UP
Transcription Service .... Lang-Worth
Representative .... Sears & Ayer, Inc.

WIBM
JACKSON—EST. 1925
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1450 Kc. ....... Power: 250 Watts
Owned-Operated By .......... WIBM, Inc.
Address .... Hotel Hayes
Phone Number .... 6121
Transmitter Location .... 228 West Michigan Avenue
Time on the Air: 6:45 a.m. to 11:30 p.m.
Representative .... Forjoe & Company
Personnel
President .......... Herman Radner
Station Manager .... William Cizek
Sales Promotion Manager .... William Cizek
Chief Announcer .... Derwood Cern
Chief Engineer .... C. W. Wirtanen

NATIONAL NETWORK ORIGINATIONS
MAKE WXYZ A GREAT STATION
1700 STROH BUILDING
DETROIT, MICHIGAN

467
YOU MAY BE ABLE TO "CAST" 422 FEET* —

BUT — YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Pardon the pun—but it really isn't possible to throw a “plug” into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impene- trable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF can—and do.

WKZO in Kalamazoo and WJEF in Grand Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for real coverage in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!
WKZ
KALAMAZOO—EST. 1923
EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 590 Kc. ... Power: 5000 Watts
Owned By ...Fetzer Broadcasting Co.
Operated By ... John E. Fetzer
Business Addresses: P. O. Box 866 (Kalamazoo)
Phone Numbers ... 2-1333 (Kalamazoo); 6-1222 (Grand Rapids)
Studio Addresses: 7th Fl., Burdick Hotel (Kalamazoo)
Transmitter Location ... Parchment, Michigan
Time on the Air ... 8 a.m. to 12:05 a.m.
News Service ... AP
Transcription Service ... Lang-Worth
Representative ... Free & Peters, Incorporated

Personnel
President-General Manager ... John E. Fetzer
Commercial Manager ... John W. O’Harrow
Program Director ... Willis F. Dunbar
Publicity ... Susan James
Director of War Programs ... Rhea Y. Fetzer
Chief Engineer ... Carl E. Lee

WJIM
LANSING—EST. 1934
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By ... WJIM, Inc.
Address ... 15th Floor, Bank of Lansing, Bldg.
Phone Number ... 2-1333-4-5
Transmitter Location ... 15th Floor, Bank of Lansing Bldg.
Time on the Air ... 7 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service ... UP
Transcription Service ... Associated Recorded Program Service, Lang-Worth

Personnel
President ... Lt. Harold F. Gross
Acting Station Manager ... Fred W. Wagenvoord
Commercial Manager ... O. S. Jones
Sales Promotion Manager ... Jack Parker
Production Manager ... Jack Parker
Program Manager ... Bob Innes
Chief Engineer ... Melvin Wirth

WKZA
LUDINGTON—EST. 1944
MUTUAL—BLUE
MICHIGAN & WOLVERINE & ABC
Frequency 1450 ... Power 250 Watts
Owned & Operated By ... Ludington Broadcasting Co.
Address ... Masonic Temple Bldg.
Phone ... 842
Transmitter Location ... E. Ludington Ave.
Time on the Air ... 7 a.m. to 10 p.m.; Sunday, 7:30 a.m. to 11:00 p.m.
Transcription Service ... McGregor
Representatives ... Burn-Smith Co.

WMPC
LAPEER—EST. 1926
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By: The Liberty Street Church
Address ... 803 Liberty St.
Phone Numbers ... 455-J; 455-M
Transmitter Location ... 803 Liberty St.
Time on the Air ... Specified Hours

Personnel
President-Station Manager ... Frank S. Hemingway
(Non-Commercial Station)

WDMJ
MARQUETTE—EST. 1931
MUTUAL—NORTH CENTRAL—WOLVERINE
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By: Lake Superior Broadcasting Co.
Address ... 146 W. Washington
Phone Number ... 616
Transmitter Location ... 146 W. Washington
Time on the Air ... Unlimited license
Newspaper Affiliation ... Daily Mining Journal
News Service ... UP
Transcription Service ... World Broadcasting

Personnel
General Manager ... Gordon H. Brozek

WKBY
MUSKEGON—EST. 1926
BLUE NETWORK
MICHIGAN RADIO NETWORK
BLUE—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
MICHIGAN

News Service ...........................................UP
Transcription Service, Associated, Lang-Worth
& McGregor
Representative ...........................Burn-Smith Co.

Personnel
President .............................................Grant F. Ashbacker
Station Manager ..............................L. A. Haney
Commercial Manager .......................William C. Wester
Sales Promotion Manager .............G. F. Ashbacker
Program Director ............................Al Vredveld
Publicity Manager ............................Bill Bennett
Chief Announcer ...............................Anson Van Alstyne
Chief Engineer ..................................Geo. Krivitsky

W CAR
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 &
Television Roads, Bloomfield Township,
Oakland County, Michigan
Time on the Air: Local sunrise to local sunset
News Service .....................INS and AP
Transcription Service ......Lang-Worth; Standard
Representative ..................John E. Pearson Co.

Personnel
President and General
Manager .................................H. Y. Levinson
Program-Production Director ......Wayne Eyers
Administrative Secretary ..........Cloman Pipe
Chief Engineer ..............................Wayne N. Cook

WHLS
PORT HURON—EST. 1938
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc........Power: 250 Watts
Owned-Operated By  Harmon LeRoy Stevens
and Herman LeRoy Stevens
Address ..........................932 Military St.
Phone Number .................2-3151
Transmitter Location ....32nd St. and Lapeer
Time on the Air ..............7 a.m. to Midnight
News Service ......................UP
Transcription Service ..........Standard Radio

Personnel
President-Station Manager  ...Harmon L. Stevens
Commercial Manager ............Robert Mackin
Sales Promotion Manager ......V. O. Cram
Musical Director .................Lyle Patterson
Chief Engineer ..........................Leslie Conant

W EXL
ROYAL OAK—EST. 1925
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By  Royal Oak Broadcasting
Address ..........................212 West Sixth Street
Phone Numbers ....................Elmhurst 6524
Transmitter Location ..........2201 Woodward
Heights Blvd., Ferndale, Michigan
Time on the Air ..................24 hours daily
News Service ......................INS

Personnel
President ..............................G. B. Hartick
Station and Commercial
Manager ..............................E. C. Thompson
Chief Engineer .............................Jerome 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

MICHIGAN'S
Most Powerful
Independent Station

W- CAR
Pontiac
W S O O
SAULT STE. MARIE—EST. 1939
BLUE NETWORK
MICHIGAN RADIO NETWORK
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By: Hiawathaland Broadcasting Co.
Address: 107 West Portage Avenue
Phone Number: 3000
Transmitter Location: U. S. Highway No. 2
Time on the Air: 6:45 a.m. to 11 p.m.
Newspaper Affiliation: Sault Ste.
Marie Evening News
News Service: AP
Transcription Service: Standard Radio

Personnel
President: Milton L. Greenebaum
Station Manager: Robert W. Phillips
Commercial Manager: Robert W. Phillips
Chief Engineer: Ted Seaman

W T C M
TRAVERSE CITY—EST. 1941
MUTUAL-WOLVERINE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Midwestern Broadcasting Company
Address: Anderson Building
Phone Number: Traverse City 1150
Time on the Air: 6 a.m. to 11 p.m.
News Service: AP
Transcription Service: Lang-Worth
Representative: Associated Radio Sales

Personnel
President: Les Biederman
Sales Manager: Drew McClay
Program Director: Don Mullen
Publicity Director: Virginia Halsal
Chief Engineer: Wm. Kiker

MINNESOTA
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

K A T E
ALBERT LEA—EST. 1937
MUTUAL BROADCASTING SYSTEM & BLUE NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Albert Lea Austin Broadcasting Company
Address: 332 So. Broadway
Phone Number: 2338
Transmitter Location: 332 So. Broadway
Time on the Air: 6 a.m. to 12 midnight
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson Co.

Personnel
President and Station Manager: E. L. Hayek
Assistant Station Manager-Director of War Programs: Warner C. Siddharm
Commercial Manager: James Delmont
Program Director: Robert C. Paulson
Chief Engineer: Lawrence Lawson

K D A L
DULUTH—EST. 1936
COLUMBIA BROADCASTING SYSTEM
Frequency: 610 Kc. Power: 1000 Watts
Owned-Operated By: Red River Broadcasting Co., Inc.
Address: 218 Bradley Building
Phone Number: Melrose 2628
Transmitter Location: Foot of 63rd Ave. W., West Duluth, Minn.
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:45 a.m. to 12 midnight
News Service: AP
Transcription Service: Lang-Worth; Standard Radio; MacGregor
Representative: Free & Peters, Inc.

Personnel
President-Station Manager: Dalton LeMasurier
Commercial Manager: Odin S. Ramsland
Sales Promotion and Publicity Manager: Joseph C. Cook
Program and Production Director: Don Mothers
Chief Engineer: Robert A. Dettman
ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.
**WEB C**
DULUTH—EST. 1924
NATIONAL BROADCASTING
CO-ARROWHEAD NETWORK
NORTHWEST NETWORK
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By Head of Lakes Broadcasting Co.
Address: WEBC Bldg.
Phone Number: Melrose 2873
Transmitter Location: 40th and Tower, Superior, Wis.
Time on the Air: Unlimited License
News Service: UP and AP
Transcription Service: NBC Thesaurus
Representative: George P. Hollingbery Co.

**Personnel**
Station Manager: Walter C. Bridges
Dir. of Operations: H. E. Westmoreland
Commercial Manager: Thomas W. Gavin
Sales Promotion Manager: Herbert H. Sonnenberg
Program Director-Production Manager: Jerry Deane
Publicity Director: Elinor Barney
Musical Director: John Kleive
Chief Engineer: William Lounsbery

**KG D E**
FERGUS FALLS—EST. 1926
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 d.; 100 n.
Owned-Operated By KGDE Broadcasting Co.
Address: Fergus Falls
Phone Number: 3986
Transmitter Location: Fergus Falls
Time on the Air: Unlimited license

**Personnel**
General Manager: C. L. Jaren

**WM F G**
HIBBING—EST. 1935
NATIONAL BROADCASTING CO.
NORTH CENTRAL BROADCASTING SYSTEM
ARROWHEAD BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Head of Lakes Broadcasting Co.
Address: Androy Hotel
Phone Number: 1150
Transmitter Location: Androy Hotel
Time on the Air: Unlimited time
News Service: UP
Representative: George P. Hollingbery Co.

**KY S M**
MANKATO—EST. 1938
SOUTHERN MINNESOTA NETWORK
NORTHWEST NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Southern Minnesota Supply Co.
Address: 101 North 2nd Street
Phone Number: 4673
Transmitter Location: Belgrade Hill—North Mankato, Minn.
Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: NBC, Thesaurus & Lang-Worth
Representative: John E. Pearson Co.

**W C C O**
MINNEAPOLIS-ST. PAUL—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 830 Kc. Power: 5000 Watts
Owned-Operated By Columbia Broadcasting System, Inc.
Business Address: 625 Second Avenue So.
Phone Number: Main 1202
Studio Addresses: 625 Second Avenue So., Minneapolis, Minn.; Hotel Lowry, St. Paul
Transmitter Location: Anoka, Minn.
Time on the Air: 5 a.m. to 1 a.m.
News Service: AP; UP
Transcription Service: Lang-Worth and Standard
Representative: Radio Sales

**Personnel**
President: William S. Paley
General Manager: A. E. Joscelyn
Program Director: Al Sheehan
Sales Promotion Manager: Sam H. Kaufman
Director of Press Information: Sam Kaufman
Musical Director: Wallace Olson
Chief Engineer: Hugh S. McCartney
WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP—THREE YEARS AGO!...

No matter how complete your post-war plans, you won't be over the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our “Pre-War Plan for Post-War Selling.” For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this “Pre-War Plan for Post-War Selling.” Give us the opportunity when you're planning your next schedule.

50,000 WATTS
KSTP CLEAR CHANNEL
MINNEAPOLIS - ST. PAUL
Exclusive NBC Affiliate for the Twin Cities... The Northwest’s Leading Radio Station
Represented Nationally by Edward Petry & Co.
M I N N E S O T A

WDGY
MINNEAPOLIS-ST. PAUL—EST. 1923
Frequency: 1130 Kc. Power: 5000 d.; 500 n.
Owned-Operated By...George W. Young
Address...Nicollet Hotel
Phone Number...BRIdgeport 7777
Midway 6363 (St. Paul)
Transmitter Location: 7401 Wayzata Blvd., Minneapolis (Route 7)
Time on the Air: 6 a.m. to sunset, MST.
News Service...Standard Radio.
Transcription Service...Lang-Worth
Personnel
Manager...E. W. Ziebarth
Program Director...Betty T. Girling
Chief Announcer...Paul Brassey
Production Manager...Delwin Dusenberry
Publicity Director...Ruth Swanson
Chief Engineer...Berten Holmberg

WLB
MINNEAPOLIS—EST. 1921
Frequency: 770 Kc. Power: 5000 Watts
Owned-Operated By...University of Minnesota
Address...WLB, University of Minnesota
Phone Number...Main 8177
Transmitter Location...North Cleveland Avenue
Country Road A-2, St. Paul
Time on the Air: Two-thirds daytime hours
(WLB shares time with WCAL)
News Service...UP
Manager...E. W. Ziebarth
Program Director...Betty T. Girling
Chief Announcer...Paul Brassey
Production Manager...Delwin Dusenberry
Publicity Director...Ruth Swanson
Chief Engineer...Berten Holmberg

WLOL
MINNEAPOLIS-ST. PAUL—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1330 Kc. Power: 1000 Watts
Owned-Operated By...Independent Merchants Broadcasting Co.
Business Address...1730 Hennepin Ave.
Phone Numbers...Atlantic 0406; Midway 4043
Studio Address: 1730 Hennepin Ave.; Commodore Hotel, St. Paul
Transmitter Location...2508 Myrtle Ave., St. Paul
Time on the Air: 6 a.m. to 12:30 a.m.; Sundays, 7:30 a.m. to 12:30 a.m.
News Service...INS
Transcription Service...Standard
Representative...John E. Pearson Co.

WTCN
MINNEAPOLIS—EST. 1934
BLUE NETWORK
DAIRYLAND NETWORK
Frequency: 1280 Kc. Power: 5000 d.; 1000 n.
Owned By...St. Paul Dispatch-Pioneer Press & Minnesota Tribune Co.
Operated By: Minnesota Broadcasting Corporation
Address...Wesley Temple Building
Phone Numbers...Main 6562; Nestor 8861
Transmitter Location: Snelling Road B. Rose Township
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: St. Paul Dispatch-Pioneer Press
News Service...AP & UP
Transcription Service...Associated Music Publishers & Langworth
Representative...Free & Peters

KSTP
ST. PAUL-MINNEAPOLIS—EST. 1924
NBC—NORTHWEST NETWORK
Frequency: 1500 Kc. Power: 50000 Watts
Owned-Operated By...KSTP, Inc.
Address...22 Hotel Saint Paul (St. Paul)
Radio City (Minneapolis)
Phone Number...Cedar 5511 (St. Paul)
Bridgeport 3222 (Minneapolis)
Transmitter Location: County Road C and Highway 61
Time on the Air: 24 hours daily

475
News Service .................. AP, UP
Radio News Association
Transcription Service .......... NBC Thesaurus.
World Broadcasting, Lang-Worth, Standard
Radio
Representative .......... Edward Petry & Company

**Personnel**

President-General Mgr. .... Stanley E. Hubbard
Vice-President-Assistant Mgr. ... K. M. Hance
Sales Manager ............... Ray C. Jenkins
Program Director .......... Corinne Jordon
Sales Promotion and Publicity
Manager .................... Sam Levitan
Public Service Director ...... Sam Levitan
Farm Editor ................ Gary Wiegand
News Editor ................ John Verstraete
Artists’ Bureau Head ...... David Stone
Musical Director .......... Leonard Leigh

**WMIN**

ST. PAUL & MINNEAPOLIS
EST. 1936

Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... WMIN Broadcasting
Company
Address ........... 1287 St. Anthony Ave. (St. Paul)
Phone Number ............... Nestor 6501
Transmitter Location ......... 1287 St. Anthony Ave.
Time on the Air: 6 a.m. to 12:05 a.m.
News Service ............... AP
Transcription Service ...... Standard Radio
Representatives .......... For Joe & 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 a.m. to 11 p.m.
News Service ................. UP
Representatives: North Central Broadcasting System

**WCAL**

NORTHFIELD—EST. 1922

Frequency: 770 Kc. .......... Power: 5000 Watts
Owned-Operated By .......... St. Olaf College
Business Address .......... St. Olaf College
Phone Number ............... Northfield 770
Studio Addresses .......... St. Olaf College,
425 So. Fourth St., Minneapolis
Time on the Air .......... 6 a.m. to 10:30 a.m. daily;
7 to Sunset, Sunday

**KROC**

ROCHESTER—EST. 1935

NBC
NORTHWEST NETWORK
SOUTHERN MINNESOTA NETWORK
MINNESOTA RADIO NETWORK
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Southern Minnesota Broadcasting Co.
Address ..................... 100 First Ave. Building
Phone Number ............... 3924, 3925
Transmitter Location ......... Highway 52, Cascade
Time on the Air .......... 6:00 a.m. to 12:30 a.m.;
Sundays, 8 a.m. to 12:30 a.m.
News Service ................. UP
Transcription Service ...... NBC Thesaurus & Standard
Representative .......... Radio Advertising Corp.

**KFAM**

ST. CLOUD—EST. 1938

NBC—NORTHWEST NETWORK
Frequency: 1450 Kc. .......... Power: 250 Watts
Minneapolis

Owned-Operated By: Times Publishing Co.
Address: Weber Building
Phone Number: 3330, 3331
Transmitter Location: Military Highway
Time on the Air: Unlimited License
Newspaper Affiliation: St. Cloud Times
News Service: UP
Transcription Service: NBC Thesaurus
National Sales Office (Northwest Network)
Ray C. Jenkins, Radio City, Minneapolis

WEW

Address: 17th Street and Sixth Ave. South
Phone Number: 2000
Transmitter Location: Virginia
Time on the Air: 7 a.m. to 10:30 p.m.
Newspaper Affiliation: Superior Telegram
News Service: UP
Representative: George P. Hollingbery Co.

KENW

Address: 216 Center St.
Phone Number: 3314
Transmitter Location: 831 Sarnia St.
Time on the Air: 6:30 a.m. to 11 p.m.; Saturday 6:30 a.m. to 1 a.m.
Newspaper: Winona Republican Herald
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson Co.

WVLB

President-General Manager: Fred Schilpelin
Commercial Manager: John P. Paulson
Program Director: Lucile Miller
Chief Engineer: Robert B. Wltschen

KWNO

WINONA—EST. 1938
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Winona Radio Service
Address: 216 Center St.
Phone Number: 3314
Transmitter Location: 831 Sarnia St.
Time on the Air: 6:30 a.m. to 11 p.m.; Saturday 6:30 a.m. to 1 a.m.
Newspaper: Winona Republican Herald
News Service: AP
Transcription Service: Lang-Worth
Representative: John E. Pearson Co.

KWLM

WILLMAR—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEystone BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Lakeland Broadcasting
Business Address: Willmar Memorial Bldg.
Phone Numbers: 1340, 1310, 910
Transmitter Location: Foot Lake
Time on the Air: 6 a.m. to 12 midnight, weekdays; 7:30 a.m. to 12 midnight, Sundays.
News Service: UP
Representative: John E. Pearson Co.

Personnel

KWNO

President: M. H. White
Treasurer: H. R. Weicking
General and Commercial Mgr.: L. L. McCurnin
Sales Promotion Manager: P. J. Love
Program-Publicity Director: Mary Leu
Production-Artists Bureau: H. I. Tingley
Chief Announcer: Irving Tingley
Chief Engineer: L. L. McCurnin

KWLM

President-Mgr.: W. H. Linder
Program Director: Willard Linder
Chief Engineer: Lloyd Stenberg

FOR QUALITY AP!
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

WROX
CLARKSDALE—EST. 1944
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Clarkdale Broadcasting Co.
Business Address: 321 Delta Ave.
Phone Number: 218
Studio Address: 321 Delta Ave.
Transmitter Location: 1 mile No. of Clarksdale
Time on Air: 6 a.m. to 11 p.m. daily; 7 a.m. to 11 p.m. Sunday
Transcription Service: World & Keystone
Personnel
Station Manager: David M. Siegel
Sales Manager: William R. Pharr
Program Director: Carroll Jackson
Musical Director: Hugh W. Smith
Chief Engineer: Charles R. Hicks

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: 107 So. Poplar
Phone Number: 1770
Studio Address: Gilmer Hotel, Columbus
Transmitter Location: North on Highway No. 1
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: AP
Transcription Service: Standard Radio, Keystone Broadcasting System
Personnel
Owner: John R. Pepper
General Manager: Emmet H. McMurry
Commercial Manager: Frank W. Baldwin
Program Director: Bill McHan
Production Manager: Emmet H. McMurry
Chief Engineer: Horace S. Colby

WGRM
GREENWOOD—EST. 1938
BLUE NETWORK
MISSISSIPPI NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: John R. Pepper
Address: 107 So. Poplar
Phone Number: 1770
Transmitter Location: North on Highway No. 1
Time on the Air: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World
Personnel
Owner: John R. Pepper
General Manager: Emmet H. McMurry
Commercial Manager: Frank W. Baldwin
Program Director: Bill McHan
Production Manager: Emmet H. McMurry
Chief Engineer: Horace S. Colby

WGCM
Voice of the MISSISSIPPI GULF COAST
BLUE NETWORK
Gulfport, Biloxi, Miss.
OFFERS INCREASE IN POPULATION BUYING POWER PAYROLLS
SITUATED IN ONE OF THE RICHEST MARKETS IN THE SOUTH.
National Reps.: SEARS & AYER, INC., Chicago, New York and San Francisco

478
Owned-Operated By................. P. K. Ewing
Address ................. 222 Howard Street
Phone Number ................. 1900
Transmitter Location ......... North Greenwood
Time on the Air ................. 6:30 a.m. to 11 p.m.
Transcription Service ... Keystone Broadcasting System, C. P. MacGregor

**Personnel**

President ...................... P. K. Ewing
Station-Commercial Manager .... F. C. Ewing
Program Director ............... Lorene Wood
Chief Announcer ............... Josephine Williams
Chief Engineer ................. David L. Dodd

---

**WGCM**

GULFPORT—EST. 1929
BLUE NETWORK
KEystone Broadcasting System
MISSISSIPPI STATE NETWORK
Frequency: 1240 Kc........... Power: 250 Watts
Owned and Operated By ........ WGCM, Inc
Business Address .............. Hewes-Martin Bldg.
Phone Number ................. Gulfport 1111
Studio Addresses ......... Hewes-Martin Bldg. (Gulfport)
Transmitter Location .......... Arlington Heights
Time on the Air ................. 6:55 a.m. to 11 p.m.

---

Sundays, 7:55 a.m. to 10 p.m.
News Service ....................... AP
Transcription Service .... Standard, Keystone Representative ........ Sears & Ayer

**Personnel**

President-Owner ............ Hugh O. Jones
Program-Production Manager ... C. E. Vann
Sales Manager ................. Mrs. O. L. Owens
Publicity Director ............ Mary Scearce
Musical Director .............. Len Campbell
Chief Engineer ................. Donovan Murphy

---

NOW AVAILABLE!

The MIDSOULTH 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.
Owner

Bob McRaney
General Manager

SEARS & AYER, Reps.

NEW YORK — CHICAGO — HOLLYWOOD — SEATTLE — KANSAS CITY
SAN FRANCISCO — PORTLAND
MISSISSIPPI

Personnel
President and General Manager... C. I. Wright
Commercial Manager............. H. L. Patterson
Program Director................ Ed Jenkins
Chief Engineer.................... L. E. Sanders

WJDX
JACKSON—EST. 1929
NATIONAL BROADCASTING CO.
Frequency: 1300 Kc. ... Power: 5000 d., 1000 n.
Owned-Operated By.............. Lamar Life Insurance Company
Business Address.............. Lamar Life Building
Phone Numbers................. 2-1183 (Com't Dept.), 2-2841 (Studios)
Studio Address................ Heidelberg Hotel
Transmitter Location........ U. S. Highway No. 51
Time on the Air.............. Unlimited license
News Service.................... UP
Transcription Service........ NBC Thesaurus: C. P. MacGregor
Representative................ George P. Hollingbery Company

Personnel
Station Manager................. Wiley P. Harris
Commercial Manager............ Frank Gentry
Sales Promotion Manager........ Maurice Thompson
Program Director.............. W. Taylor Briggs
Publicity Director............. Rena T. Foster
Chief Announcer............... Alan W. Bee
Chief Engineer................ A. P. G. Root

W S L I
JACKSON—EST. 1938
THE BLUE NETWORK
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........ Standard Radio
Representative................ Weed & Co.

Personnel
President...................... Geo. W. Covington
Station Manager.............. L. M. Sepaugh
Commercial Manager........ F. E. Wilkerson, Jr.
Sales Promotion Manager...... Maurice Wray
Program Director............. Ward Coleman
Chief Engineer............... C. A. Perkins

WAML
LAUREL—EST. 1932
NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM
REBEL NETWORK
Frequency: 1340 Kc. ... Power: 250 Watts
Owned-Operated By............. New Laurel Radio Station, Inc.
Address.......................... 535½ Central Ave.
Phone Number................... 228
Transmitter Location......... Washington Road
Time on the Air.............. 6:30 a.m. to 11:05 p.m.
News Service.................. UP
Transcription Service........ Standard Radio
Representative................ George P. Hollingbery Co.

Personnel
President....................... D. A. Mathison
Station Manager.............. H. M. Smith
Commercial Manager........ W. C. DeHority
Program Director............. Frank Holifield
Chief Engineer................ Bruce Dennis

WSKB
MCOMB—EST. 1939
KEYSTONE BROADCASTING SYSTEM MISSISSIPPI NETWORK
Frequency: 1230 Kc. ... Power: 250 Watts
Owned-Operated By............. McComb Broadcasting Corp.
Business Address............. Box 111
Phone Number................... 37
Studio Address................. WSBK Bldg.
Transmitter Location........ Pike County
Time on the Air.............. 6 a.m. to 10 p.m.
News Service................... AP
Transcription Service........ Associated

Personnel
President...................... Robert L. Sanders
General and Commercial Manager...... George Blumenstock
News Director................ Joseph Trainor
Program Director............ Julia D. Blumenstock
Publicity Director........... Carl Simmons
Chief Announcer............... Robert Nickey
Musical Director............. Julia D. Blumenstock
Chief Engineer............... Robert Louis Sanders

WCOC
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
General and Commercial Mgr. ... D. W. Gavin
Program-Musical Director..... Mrs. D. W. Gavin
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operator</th>
<th>Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Time on the Air</th>
<th>News Service</th>
<th>Transcription Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMIS</td>
<td>1490 Kc</td>
<td>250 Wts</td>
<td>Natchez Broadcasting Co.</td>
<td>City Bank &amp; Trust Co. Bldg.</td>
<td>1515</td>
<td>Highway No. 61, North</td>
<td>7 a.m. to 10 p.m., weekdays; 9 a.m. to 10 p.m., Sundays</td>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
<tr>
<td>Welo</td>
<td>1490 Kc</td>
<td>250 Wts</td>
<td>Birney Imes, Jr.</td>
<td>WELO Bldg.</td>
<td>1242</td>
<td>Highway 45</td>
<td>6 a.m. to 10:30 p.m.</td>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
<tr>
<td>WQBC</td>
<td>1420 Kc</td>
<td>1000 Wts</td>
<td>Delta Broadcasting Company, Inc.</td>
<td>Hotel Vicksburg</td>
<td>312</td>
<td>2½ miles S. E. of Vicksburg</td>
<td>11 to 12 hours daily</td>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
</tbody>
</table>

**Personnel**

- **WMIS**
  - President: P. K. Ewing
  - Station Manager: P. K. Ewing, Jr.
  - Commercial Manager: Mac Howell
  - Chief Engineer: Thos. Patterson

- **Welo**
  - President-Owner: Birney Imes, Jr.
  - Station Manager: Gene Tibbet
  - Sales Manager: Bob Evans
  - Chief Engineer: Leroy Green

- **WQBC**
  - President: L. P. Cashman
  - General Manager: O. W. Jones
  - Chief Engineer: C. E. Drake

16 years of service to the entertainment world.

ROSS FEDERAL SERVICE, Inc.

One of the Nation's oldest and largest Marketing Research Organizations.

ROSS FEDERAL RESEARCH CORPORATION

18 East 48th Street, New York and 31 Key Cities Coast-to-Coast
KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." * KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. * KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. * To sell the great St. Louis market, use "The Combination that Clicks."

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.
<table>
<thead>
<tr>
<th><strong>K F V S</strong></th>
<th>CAPE GIRARDEAU—EST. 1925</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned By: Oscar C. Hirsch Battery &amp; Radio Co.</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: 3½ miles west of Cape Girardeau on Highway No. 61</td>
<td></td>
</tr>
<tr>
<td>Time on the Air: 6:30 a.m. to 10 p.m.; Sundays, 8 a.m. to 9 p.m.</td>
<td></td>
</tr>
<tr>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
<tr>
<td>President-Manager: Oscar C. Hirsch</td>
<td>Sales Manager: Ralph L. Hirsch</td>
</tr>
</tbody>
</table>

### **Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Elzey Roberts</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Foster H. Brown, Jr.</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Foster H. Brown, Jr.</td>
</tr>
<tr>
<td>Program Director</td>
<td>Harold Douglas</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Dorothy Jacques</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert Haigh</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K F R U</strong></th>
<th>COLUMBIA—EST. 1925</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1400 Kc</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned By: Star Times Publishing Company</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: 1200 East Broadway</td>
<td></td>
</tr>
<tr>
<td>Time on the Air: 7:15 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.</td>
<td></td>
</tr>
<tr>
<td>Newspaper Affiliation: Star Times Publishing Company, St. Louis</td>
<td></td>
</tr>
<tr>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
<tr>
<td>Representative</td>
<td>John Blair &amp; Co.</td>
</tr>
</tbody>
</table>

### **Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>R. C. Goshorn</td>
</tr>
<tr>
<td>Manager</td>
<td>B. L. Roche</td>
</tr>
<tr>
<td>Program Director</td>
<td>Ray Manning</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Harold E. White</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>K H M O</strong></th>
<th>HANNIBAL—EST. 1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency: 1340 Kc</td>
<td>Power: 250 Watts</td>
</tr>
<tr>
<td>Owned-Operated By: Courier Post Publishing Co.</td>
<td></td>
</tr>
<tr>
<td>Transmitter Location: Lindell Ave.</td>
<td></td>
</tr>
<tr>
<td>Time on the Air: 5:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight</td>
<td></td>
</tr>
<tr>
<td>Newspaper Affiliation: Hannibal Courier-Post</td>
<td></td>
</tr>
<tr>
<td>News Service</td>
<td>Transcription Service</td>
</tr>
<tr>
<td>Representative</td>
<td>John E. Pearson Co.</td>
</tr>
</tbody>
</table>

### **Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President-Station Manager</td>
<td>D. J. Poynor</td>
</tr>
<tr>
<td>Commercial Manager</td>
<td>Abe Radunsky</td>
</tr>
</tbody>
</table>

---

**MISSOURI**

For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287
KCMO offers as bonus without cost to KCMO advertisers, the most vigorous program promotion campaign in town:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri, and Kansas City, Kansas, reaching an audited net advertising circulation or 3,555,405 people every week.

SPOT MOVIE SHORTS, each showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These are given further impetus by KCMO broadcast contest tie-in and newspaper advertising. Get full details from your nearest John E. Pearson Company office...check KCMO availabilities, and find out why KCMO is the best time buy in Kansas City for '45.

Represented Nationally by
JOHN E. PEARSON COMPANY
New York — Chicago — Kansas City

Kansas City's Basic and ONLY BLUE Network Station

E. K. (JOE) HARTENBOWER, General Manager
Sales Promotion Manager: Mrs. V. A. Leverett  
Musical Director: Stella Lukens  
Director of War Programs: Jane Farrell  
Artists Bureau Head: Abe Radunsky  
Chief Engineer: Richard Meeke

K C M O  
KANSAS CITY—EST. 1925  
BLUE NETWORK  
Frequency: 1480 Kc., Power: 5000 d.  
1000 n. (C. P. 5000 n.)  
Owned-Operated By: KCMO Broadcasting Company  
Address: 1515 Commerce Trust Building  
Phone Number: Victor 0800  
Transmitter Location: 10th and Hardesty  
Time on the Air: 5 a.m. to 1 a.m.  
News Service: AP, UP  
Transcription Service: Associated Music Publishers, Lang-Worth  
Representative: John E. Pearson Co.

W H B  
KANSAS CITY—EST. 1922  
MUTUAL  
KANSAS STATE NETWORK  
Frequency: 880 Kc., Power: 1000 Watts  
Owned-Operated By: WHB Broadcasting Co.  
Address: Scarritt Building  
Phone Number: Harrison 1161  
Transmitter Location: North Kansas City  
Time on the Air: Daytime license  
News Service: AP  
Representative: Spot Sales

K W O C  
POPLAR BLUFF—EST. 1938  
KEYSTONE BROADCASTING SYSTEM  
Frequency: 1340 Kc., Power: 250 Watts  
Owned-Operated By: A. L. McCarthy, O. A. Tedrick, J. H. Wolpers d/b Radio Station K W O C  
Address: 1801 North Main St.  
Phone Number: 1310  
Time on the Air: 7 a.m. to 7 p.m.; Sundays, 8 a.m. to 7 p.m.
MISSOURI

KSD
ST. LOUIS—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 550 Kc. ... Power: 5000 d., 1000 n.
Owned-Operated By ... Pulitzer Publishing Company
Address ... Twelfth and Olive Sts.
Phone Number ... Main 1111
Transmitter Location ... Twelfth and Olive Sts.
Time on the air ... 5 a.m. to 1 a.m. daily; 7 a.m. to 1 a.m. Sunday
Newspaper Affiliation ... St. Louis Post-Dispatch
News Service ... AP
Transcription Service ... NBC Thesaurus, Lang-Worth
Representative ... Free & Peters, Inc.

Personnel
President ... Joseph Pulitzer
General Manager ... George M. Burbach
Sales Manager ... Edward W. Hamlin

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 1 a.m.
News Service ... UP; Reuters
Transcription Service ... World Broadcasting System
Representative ... Paul H. Raymer Company

KMOX
ST. LOUIS—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1120 Kc. ... Power: 50000 Watts
Owned-Operated By ... Columbia Broadcasting System, Inc.
Address ... 401 South Twelfth Blvd.
Phone Number ... Central 8240
Transmitter Location ... 16 miles south of St. Louis
Time on the air ... Sundays, 6 a.m. to 1 a.m.; weekdays, 5 a.m. to 1:30 a.m.
News Service ... AP, Transradio, UP
Transcription Service ... Associated Music Publishers; Lang-Worth
Representative ... Radio Sales

Personnel
President ... R. T. Convey
Station Director ... Ray E. Dady
General Sales Manager ... V. E. Carmichael
Program Director ... John Tinne
Publicity Director ... Bob Richardson
Musical Director ... Carl Hohengarten
Chief Engineer ... N. J. Zehr

KXOK
ST. LOUIS—EST. 1938
BLUE NETWORK
Frequency: 630 Kc. ... Power 5000 Watts
Owned-Operated By ... St. Louis Star-Telegram Co.
Address ... 12th and Delmar Bvds.
Phone Number ... Chestnut 3700
Transmitter Location ... Horse Shoe Lake, Madison County, Ill.
Time on the Air ... 5 a.m. to 1 a.m. daily; 6 a.m. to 1 a.m. Sunday
Newspaper Affiliation ............... St. Louis Star-Times
News Service ....................... INS; UP
Transcription Service ............ Associated Music Publishers; Standard Radio
Representative ..................... Blair & Company

**Personnel**

President ......................... Elzey Roberts
Station Manager .................. C. L. Thomas
Promotion Manager ............... M. Medears
Production Manager .............. E. Muschany
Publicity Director ............... Paul Godt
Musical Director ................. Robert W. Swain
Chief Engineer ................. Art Rekart

**W E W**

ST. LOUIS—EST. 1921

Frequency: 770 Kc.............. Power: 1000 Watts
Owned-Operated By............. The St. Louis University
Address ......................... 3642 Lindell Blvd.
Phone Number ................... F.Ranklin 5665
Transmitter Location .......... 3642 Lindell Blvd.
Time on the Air ............... Local sunrise-to-sunset
News Service ................... INS
Transcription Service .......... Standard Radio
                             Lang-Worth; World
Representative .................. John E. Pearson

**W I L**

ST. LOUIS—EST. 1922

Frequency: 1230 Kc.............. Power: 250 Watts
Owned-Operated By............. Missouri Broadcasting Corp.
Address ......................... Melbourne Hotel
Phone Number .................... Jefferson 8403
Transmitter Location .......... Grand Hotel
Time on the Air: 7 a.m. to 11 p.m.; Saturdays, 7 a.m. to 2:30 p.m.; Sundays, 8:30 a.m. to 11 p.m.
News Service .................... AP
Transcription Service .......... Standard Radio
                             Lang-Worth
Representative ................. William G. Rambeau Co.

**K F U O**

ST. LOUIS—EST. 1921

Frequency: 850 Kc.............. Power: 5000 Watts
Owned By ......................... Evangelical Lutheran Synod of Missouri, Ohio and other states
Operated By ...................... Board of Control of Concordia Seminary
Address ......................... 801 DeMun Ave.
Phone Number ................... DELmar 3030
Transmitter Location .......... 801 DeMun Ave.
Time on the Air ............... Daytime license
News Service .................... UP
Transcription Service .......... World

**Personnel**

Station Manager ................. Herman H. Hohenstein
                             Production Manager-Chief Announcer,
                             Elmer Knoernschild
Accountant-Office Manager .... William C. Krato
Musical Director ................ Gerhardt Schrot
Chief Engineer .................. Carl H. Meyer

* Non-Commercial Station.

**K D R O**

SEDALIA—EST. 1939

MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc.............. Power: 250 Watts
Owned-Operated By............. Milton J. Hinlein d/b as KDRO Broadcasting Station
Address ......................... 2100 W. Broadway
Phone Numbers ................. 4004, 4005, 4006
Transmitter Location .......... 2100 W. Broadway
Time on the Air ....... 6 a.m. to 10 p.m.; Sundays, 7 a.m. to 10 p.m.
News Service .................... UP
Transcription Service .......... Keystone Broadcasting System

**Personnel**

President ......................... Milton J. Hinlein
Sales Manager .................... Milton J. Hinlein
Program Director .............. Phoebe E. Trout
Chief Announcer ................. Herbert Brandes
Chief Engineer .................. Wayne Fash

**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
News Service .................... Springfield Newspapers, Inc.
Transcription Service .......... AP

**Personnel**

President and General Manager, Lester A. Benson
Vice-President .................. Clarence W. Benson
Commercial Manager .............. Ken Parke
Program Director ............... Mel Kampe
Production Manager ............. Neil Norman
Chief Engineer .................. Chal H. Sioup

**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
News Service .................... Springfield Newspapers, Inc.
Transcription Service .......... AP

**Personnel**

President and General Manager, Lester A. Benson
Vice-President .................. Clarence W. Benson
Commercial Manager .............. Ken Parke
Program Director ............... Mel Kampe
Production Manager ............. Neil Norman
Chief Engineer .................. Chal H. Sioup
**Pederson**

President: H. S. Jewell
Station and Commercial Manager: J. Gordon Wardell
Program Director: Carl Fox
Chief Announcer: Dudley Morris
Chief Engineer: E. Dennis White

**KTTS**

SPRINGFIELD—EST. 1941
COLUMBIA
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Independent Broadcasting Co.
Address: Chamber of Commerce Bldg.
Phone Number: 4303
Transmitter Location: Chamber of Commerce Bldg.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: Sears & Ayer, Inc.

**KWHO**

SPRINGFIELD—EST. 1933
BLUE NETWORK
Owned-Operated By: Ozarks Broadcasting Co.
Address: 508 St. Louis St.
Phone Number: 1360-1-2-3
Transmitter Location: Fremont Road
Time on the Air: 5 a.m. to midnight
News Service: UP
Transcription Service: Standard Representative: John E. Pearson

**Personnel**

Chief Executive & Station Manager: Ralph D. Foster
Sales Manager: Leslie L. Kennon
Sales Promotion and Publicity Manager: M. Wayland Fullington
Program Director: Ralph A. Nelms
Director of War Programs: Ralph Nelms
Production Manager: Al Stone
Musical Director: Hugh M. Aspinwall
Chief Engineer: Fritz Bauer

**KGHL**

BILLINGS—EST. 1928
NBC NETWORK
Frequency: 790 Kc. Power: 5000 Watts
Owned-Operated By: Northwestern Auto Supply Co.
Address: Fifth and North Broadway
Phone Number: 2222
Transmitter Location: 7 miles west of Billings
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard, NBC Thesaurus
Representative: The Katz Agency

**Personnel**

President: C. O. Campbell
General Manager: Franz Robischon
Station Manager: V. Braunberger
Publicity Director: Frank Manzari
Program Director: Julie Bell
Chief Announcer: Harry Turner

**KRB M**

BOZEMAN—EST. 1939
BLUE NETWORK—NBC Z-BAR NET
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KRBM Broadcasters, Inc.
Address: 103 W. Main St.
Phone Number: 1420
Transmitter Location: East of Bozeman
Time on the Air: 7:30 a.m. to 10:30 p.m.
News Service: AP
Transcription Service: Lang-Worth Representative: The Walker Co.

**Personnel**

President & Station Manager: Ernest A. Neath
Commercial Manager: Win Neely
Sales Promotion: George Davenport
Program Director: Larry Binder
Chief Engineer: Jack Provis

Musical Director: Harry Turner
Chief Engineer: Jeff Klisch
**KGIR**

**BUTTE—EST. 1929**

**NATIONAL BROADCASTING CO.**

**Z-BAR NET**

Frequency: 1370 Kc.  Power: 5000 Watts

Owned-Operated By: KGIR, Inc.

Address: Butte

Phone Number: 22-3-4

Transmitter Location: 121 W. B'way

Time on the Air: 7 a.m. to 11 p.m.

News Service: UP

Transcription Service: Lang-Worth; C. P. McGregor; Keystone

Representative: The Walker Co.

**Personnel**

Manager: Ed. B. Craney

Sales Manager: Arne Alzjoh

Chief Engineer: Jack Provis

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**KFBB**

**GREAT FALLS—EST. 1922**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 1310 Kc.  Power: 5000 Watts

Owned-Operated By: Buttrey Broadcast, Inc.

Address: 605 First National Bank Building

Phone Number: 1240

Transmitter Location: Helena

Time on the Air: 8 a.m. to 12 midnight

News Service: UP

Transcription Service: Lang-Worth, NAB

**KPFA**

**HELENA—EST. 1937**

**NATIONAL BROADCASTING CO.—Z BAR NET**

Frequency: 1240 Kc.  Power: 250 Watts

Owned-Operated By: Peoples Forum of the Air

Address: 1306 Eleventh Ave.

Phone Number: 1240

Transmitter Location: Helena

Time on the Air: 6 a.m. to 11:30 p.m. daily;
8 a.m. to 11:30 p.m. Sunday

News Service: UP

Transcription Service: NBC Thesaurus, Standard Radio

Representative: Weed & Company.

**Personnel**

President: F. A. Buttrey

Program Director: LeRoy Stah

Chief Engineer: Wilbur Myhrs

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**KGHL**

**BILLINGS, MONTANA**

The Dominant Station

in Montana and

Northern Wyoming

5000 WATTS  790 Kc.  N. B. C.

Represented by THE KATZ AGENCY, Inc.
Representative...The Walker Co., Pacific Northwest Broadcasters

**Personnel**

President................Barclay Craighead
Station Manager..........K. O. MacPherson
Chief Engineer..........R. D. Martin

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**KG E Z**

KALISPELL—EST. 1927

Frequency: 1340 Kc........100 Watts
Lessee......................A. W. Talbot
Operated By..............Donald C. Treloar
Address..................203 - 1st Ave. E.
Phone Number..............332 (Office), Rural 3220
(Transmitter)
Transmitter Location......2½ miles south of Kalispell, on Highway No. 93
Time on the Air...........8 a.m. to 8 p.m.
News Service...............UP
Transcription Service......MacGregor

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**KR J F**

MILES CITY—EST. 1941

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........Star Printing Co.
Business Address..........13 N. Sixth St.
Phone Number..............60, 61
Studio Address...........U. S. Highway No. 212
Transmitter Location.....U. S. Highway No. 212
Time on the Air: 7 a.m. to 10 p.m.; Sundays, 10 a.m. to 9 p.m.
Newspaper Affiliation....Miles City Star
News Service...............UP
Transcription Service......World Broadcasting;
C. P. MacGregor; Keystone Broadcasting System

**Personnel**

General Manager........W. F. Flinn
Station Manager........Don Tannehill
Program Director.........R. D. Wilson
Chief Engineer............I. A. Elliot

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**KG V O**

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

Frequency: 1290 Kc........Power: 5000 d., 1000 n.
Owned-Operated By........Mosby’s Inc.
Address....................132 W. Front St.
Phone Number..............2155
Transmitter Location.....Highway No. 10
Time on the Air...........6:45 a.m. to midnight
News Service...............UP
Transcription Service......Lang-Worth
Representative............Howard Wilson Co.

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**KG C X**

SIDNEY—EST. 1926

—KEYSTONE BROADCASTING SYSTEM

NORTH CENTRAL BROADCASTING SYSTEM

Frequency: 1480 Kc........Power: 1000 Watts
Owned-Operated By........E. E. Krebsbach
Business Address.........108 S. Central Ave.
Phone Number..............408
Studio Address...........Suckstorff Bldg.
Transmitter Location.....4½ miles N. E. of Sidney
Time on the Air...........8 a.m. to 8:15 a.m.
Transcription Service......World

**Personnel**

President-Station Manager....E. E. Krebsbach
Sales Manager.............J. F. Krebsbach
Program Director..........Helen Knopp
Chief Engineer.............Frank Toomey

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**FOR QUALITY AP!**
KORN
FREMONT—EST. 1939
NEBRASKA WIRELESS
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By....Nebraska Broadcasting Corporation
Address...............Pathfinder Hotel
Phone Number............1060, 1061
Transmitter Location...1 mile east of Fremont
Time on the Air........6 a.m. to 9:30 p.m.
News Service............AP
Transcription Service...Lang-Worth
Representative............Sears and Ayer, Inc.

Personnel
President...............Arthur Baldwin
General Manager........Lumir Urban
Commercial Manager.....Lumir Urban
Program Director.......Natalie Mensing
Chief Announcer........Richard Coffey
Publicity..............Esther Hosterman
Record MC..............Jim O’Neill
Chief Engineer..........H. G. Alexander

KMMJ
GRAND ISLAND—EST 1926
Frequency 750 Kc........Power: 1000 Watts
Owned-Operated By......KMMJ, Inc.
Address...............Cedar at Division
Phone Number............703
Transmitter Location...Phillips, Nebr.
Time on the Air........Sunrise to Sunset
News Service............UP
Transcription Service...Standard Radio
Representative..........Headley-Reed Co.

Personnel
President...............Don Searle
Station Manager........Wick Heath
Commercial Manager.....Rex Luthen
Publicity................Ed Skinner
Program Director.......Orie Kerwood
Production Manager.....Dutch Woodward
Record MC..............Orie Kerwood
Musical Director........Dave Rogers
Chief Engineer...........D. Swanson
Chief Announcer.........George C. Kister

KHAS
HASTINGS—EST. 1940
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By....The Nebraska Broadcasting Co.
Address...............Tribune Bldg.
Phone Number............1745-6
Transmitter Location....Tribune Bldg.
Time on the Air........Weekdays 6:30 a.m. to 10 p.m.; Sundays 8:30 a.m. to 9 p.m.
News Service............Hastings Daily Tribune
News Service............AP
Transcription Service...World Broadcasting System

Personnel
President...............Fred A. Seaton
Station Manager........Duane L. Watts
Program Director.......Max Brown
Chief Engineer..........Harold Hardy

KGFW
KEARNEY—EST. 1928
KEYSTONE BROADCASTING SYSTEM
NEBRASKA RADIO NETWORK
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By....Central Nebraska Broadcasting Corporation
Address...............Federal Annex Bldg.
Phone Number............Executive office, 23541.
Program Dept., 31551
Transmitter Location...South Central Ave.
Time on the Air........6:30 a.m. to 9:00 p.m.
News Service............AP
Transcription Service...Keystone
Representative..........Sears & Ayer, Inc.

Personnel
General Manager........Lloyd C. Thomas
Station-Commercial Manager, E. Anson Thomas
Program Director.......Peg Biber
Publicity Director......Harry Gehrett
Musical Director.........Peg Biber
Chief Engineer..........Jack Lewis
Chief Announcer.........Leonard East
Artists Bureau..........Emil Swanberg

KFAB
LINCOLN—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1110 Kc........Power: 10000 Watts
Owned-Operated By......KFAB Broadcasting Company
Address...............Sharp Bldg.
Phone Number............2-3214
Transmitter Location...17th and Holdrege Sts.
Time on the Air........5 a.m. to 12:05 a.m.
Newspaper Affiliation...Nebraska State Journal, Lincoln Star
News Service............AP & UP
Transcription Service...Standard Radio, Columbia Master Works
Representative..........Paul H. Raymer Co.
KFOR
LINCOLN—EST. 1924
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc. . . . Power: 250 Watts
Owned-Operated By . . . . Cornbelt Broadcasting Corporation
Address . . . . Stuart Bldg.
Phone Number . . . . 2-6965
Transmitter Location . . . 4745 Vine St.
Time on the Air: 7 a.m. to 12 midnight; 8 a.m. to 12 midnight Sundays
News Service . . . . INS; AP
Transcription Service . . . Standard Radio, Associated, BMI
Representative . . . . Edward Petry & Co., Inc.

Personnel
President . . . . Charles T. Stuart
General Manager . . . . Gordon Gray
Station Manager . . . . Melvin Drake
Promotion Manager . . . . Bill Malone
Program Director . . . . Ozzie Osborn
Chief Announcer . . . . Sam Clark
Chief Engineer . . . . Charles Winkler

KOIL
OMAHA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. . . . Power: 5000 Watts
Owned-Operated By . . . . Central States Broadcasting Co.
Address . . . . Omaha National Bank Bldg.
Phone Number . . . . Jackson 7626
Transmitter Location . . . Council Bluffs, Iowa
Time on the Air: 8 a.m. to 12:05 a.m.; Sundays, 9 a.m. to 5:15 p.m.
News Service . . . . INS; AP
Transcription Service . . . Standard Radio, Associated
Representative . . . . Edward Petry & Co.

Personnel
President . . . . Charles T. Stuart
Sales Manager . . . . W. O. Edholm
General Manager . . . . Gordon Gray
Assistant Manager . . . . Harold Hughes
Sales Prom-Merchandising Mgr. . . . Earl W. Malone
Program Director . . . . Harold Hughes
Musical Director . . . . Teresa Bredar
Chief Engineer . . . . Charley Winkler
KOHW
OMAHA—EST. 1922
BLUE NETWORK
Frequency: 660 Kc. . . . . Power: 500 Watts
Owned by: World Publishing Co.
Operated by: Omaha World-Herald
Business Address: 15th and Farnam Sts.
Studio Address: World Herald Bldg.
Transmitter Location: Northwest of Omaha
Time on the Air: 6 a.m. to local sunset
News Service: UP
Transcription Service: Standard Radio
Representative: George P. Hollingbery Co.

Personnel
President: Henry Doorly
Station Manager: B. C. Corrigan

WOW
OMAHA—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 590 Kc. . . . . Power: 5000 Watts
Owned-Operated By: Radio Station WOW, Inc.
Address: Insurance Building, 17th & Farnam Streets
Phone: Webster 3400
Transmitter Location: 58th & Kansas Avenue
Time on the Air: 5:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service: UP, Chicago Daily News
Foreign Service, AP

NEVADA
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

KENO
LAS VEGAS—EST. 1940
BLUE NETWORK
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: 7:45 a.m. to 11 p.m.
News Service: INS
Transcription Service: NBC Thesaurus
Representative: Homer Owen Griffith

Personnel
Station Manager: Maxwell Kelch
Commercial Manager: Paul R. Gang
Program Director: Don J. Erskine
Transcription Service: NBC Thesaurus: Lang-Worth; Standard
Representative: John Blair & Company

KGKY
SCOTTSBLUFF—EST. 1930
Frequency: 1490 Kc. . . . . Power: 250 Watts
Owned-Operated By: Hilliard Co.
Business Address: 1517 Broadway
Phone Number: 856
Studio Address: 1517 Broadway
Transmitter Location: South Broadway
Time on the Air: 6 a.m. to 10 p.m.
News Service: UP
Transcription Service: NBC Thesaurus: Standard Radio

Personnel
Manager: L. L. Hilliard
Asst. Manager: R. M. Stewart
Chief Engineer: H. Morrison

KOH
RENO—EST. 1928
BLUE NETWORK
Frequency: 630 Kc. . . . . Power: 1000 Watts
Owned-Operated By: McClatchy Broadcasting Co. of Nevada
Address: 143 Stevenson Street
Phone Number: 5106-7
Transmitter Location: County Road, Sparks, Nevada
Time on the Air: 6:00 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation: The Sacramento Bee:
Modesto Bee; Fresno Bee
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Paul H. Raymer Co.

Personnel
Station Manager: Robert L. Stoddard
Chief Engineer: Irwin Carlson

493
Mr. Del Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Operation for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Claire Carl-Carl

(Mrs. J. B. Carl-Carl)

BLUSHINGLY, we sunshine this page of praise.

• Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Insert photo proves kids liked it, too!

• Yes, WHEB puts the MOTION in Pro-MOTION!

WHEB
PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:
William G. Rambeau Co.
New York • Chicago • Los Angeles • Boston
**W K N E**
KEENE—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc. Power: 5000 Watts
Owned-Operated By: WKEN Corporation
Address: 17 Dunbar St.
Phone Number: Keene 2080
Transmitter Location: Stanhope Ave.
Time on the Air: 6:30 a.m. to 11:15 p.m.
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

**Personnel**
President: Harry C. Wilder
Vice President-General Manager: David Carpenter
Commercial Manager: Richard G. Bath
Program Director: Robert M. Peebles
Promotion Director: Esther Linder
Chief Engineer: Ernest Batcelder

**W L N H**
LACONIA—EST. 1922
MUTUAL—YANKEE
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Northern Broadcasting
Address: 653 Main Street
Phone Number: Laconia 501
Transmitter Location: Sanbornton Bay Road, Sanbornton, N. H.
Time on the Air: 7:00 a.m. to 11:15 p.m.
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Bertha Bannan

**Personnel**
President: Vernon Mason
General Manager: Martin B. Avery
Chief Engineer: Louis Steady

**W F E A**
MANCHESTER—EST. 1932
NATIONAL BROADCASTING CO.
YANKEE NETWORK, NEW ENGLAND
REGIONAL NETWORK
Frequency: 1370 Kc. Power: 5000 Watts
Owned-Operated By: N. H. Broadcasting
Address: Carpenter Hotel, 323 Franklin St.
Transmitter Location: Merrimack, N. H.
Time on the Air: 6 a.m. to 12:05 midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: Weed & Co.; Bertha Bannan

**Personnel**
Owner: Hon. Charles M. Dale
General Manager: Bert Georges
Sales Manager: Keith Field
Program Director: Winslow Bettinson
Production Manager-Publicity: Dal Wyant
Chief Announcer: Philip N. Johnson
Director War Programs: W. Bettinson
Musical Director: Robert Athearn
Chief Engineer: Paul Lindsay

**WMUR**
MANCHESTER—EST. 1941
BLUE NETWORK
Frequency: 610 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Radio Voice of New Hampshire, Inc.
Address: 1819 Elm Street
Phone Number: 2090-2091
Transmitter Location: Front Street
Time on the Air: 6 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: Spot Sales, Inc.
R. C. Foster & Company

**Personnel**
President: Francis P. Murphy
Station Manager: Harvey Carter
Commercial Manager: Harvey Carter
Chief Engineer: Vincent H. Chandler

**W H E B**
PORTSMOUTH—EST. 1932
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
Frequency: 750 Kc. Power: 1000 Watts
Owned-Operated By: WHEB, Inc.
Address: Lafayette Road, U. S. Highway No. 1
Phone Number: 2670
Transmitter Location: Lafayette Road, U. S. Highway No. 1
Time on the Air: 6 a.m. to hour after local sunset; Sundays, 7:45 a.m. to hour after local sunset
News Service: AP
Transcription Service: NBC Thesaurus, World Broadcasting System
Representative: Wm. G. Rambeau

**Personnel**
Owner: Hon. Charles M. Dale
General Manager: Bert Georges
Sales Manager: Keith Field
Program Director: Winslow Bettinson
Production Manager-Publicity: Dal Wyant
Chief Announcer: Philip N. Johnson
Director War Programs: W. Bettinson
Musical Director: Robert Athearn
Chief Engineer: Paul Lindsay
BUY THIS WHOM PACKAGE!

A BIG 3 for 1 VALUE . . .

More Italians than in Leghorn and Bologna, Italy combined

More Poles than in Krakow, Poland

More Americans than in St. Louis, Boston, Washington and Los Angeles combined

Ask for details on the Tri-Lingual package featured by

1480 ON YOUR DIAL

WHOM

A COWLES STATION

Represented nationally by the Katz Agency
N. Y. studios and sales offices
29 W. 57th St., N. Y. C. 19, N. Y.
PL 3-4204
Jersey City Studios—2866 Hudson Blvd.

WATCH WHOM IN “FORTY-FIVE”

1000 watts day • 500 watts night
NEW JERSEY
For Latest U. S. Census Population And Radio Homes Data And
Statistics on “Shifting Population” Please Turn To Pages 273-287

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
Studio Address         Marine Studios, Boardwalk
Convention Hall
Transmitter Location    W. Bangs Avenue,
Neptune, N. J.
Time on the Air Shares with WCAM & WTNJ
News Service            AP
Representative          Spot Sales, Inc.

Personnel
President               Walter W. Reid, Jr.
Station Manager            V. N. Scholes
Chief Announcer         Robert Scott
Chief Engineer           V. I. Gordon

WBAB
ATLANTIC CITY—EST. 1941
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc.       Power: 250 Watts
Owned-Operated By       Press-Union Publishing Co.
Business Address        1900 Atlantic Ave.
Phone Number            5-1111
Studio Address         Absecon Blvd. & Beach
Thorofare
Transmitter Location: Absecon Blvd. & Beach
Thorofare
Time on the Air    7 a.m. to 12:05 midnight
Newspaper Affiliation: Atlantic City Press;
Atlantic City Evening Union
News Service            AP
Transcription Service  World Broadcasting System
Representative          Headley-Reed Co.

Personnel
President               Albert J. Feyl
General Manager         Monroe L. Mendelsohn
Program Director        Ralph Shoemaker
Chief Engineer          Earl Godfrey
War Programs            Monroe Mendelsohn

WFPG
ATLANTIC CITY—EST. 1940
BLUE NETWORK
Frequency: 1450 Kc.       Power: 250 Watts
Owned-Operated By       Neptune Broadcasting Corporation
Business Address        Steel Pier
Phone Number            4-2188
Transmitter Location    Steel Pier

Time on the Air          6:55 a.m. to 1 a.m.
News Service            Associated Music
Representative          Burn-Smith Company, Inc.

Personnel
President               John J. Laux
Station Manager          Edwin E. Kohn
Program Director        Edgar A. Sweet
Chief Engineer          Blair K. Thon
Record MC               Ray Starr

(See Page 557)

WSNJ
BRIDGETON—EST. 1937
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK
Frequency: 1240 Kc.       Power: 250 Watts
Owned-Operated By       Eastern States Broadcasting Corp.
Address                 P. O. Box 166
Phone Number            Bridgeport 1600
Transmitter Location    Carl’s Corners
Time on the Air         Sunday, 7 a.m. to 10 p.m.;
                        Monday to Thursday, 7 a.m. to 9 p.m.,
                        Friday & Saturday, 7 a.m. to 8:05 p.m.
News Service            UP
Transcription Service   Keystone, Lang-Worth
Representative          Thomas F. Clark Co., Inc.

Personnel
President-Manager        Elmer Wene
Station Manager          Paul Alger
Commercial Manager       Burt McKinnie
Program Manager          Lowell Ayars
Chief Announcer          Charles D. Murray
Record MC               Earl Becktel
Chief Engineer          Francis C. Fekel
War Programs            Lowell C. Ayars

WCAM
CAMDEN—EST. 1926
Frequency: 1280 Kc.       Power: 500 Watts
Owned-Operated By       City of Camden
Address                 City Hall
Phone Number            Camden 8690
Transmitter Location    Civic Center, Camden
Time on Air             Sun: 10:15 a.m. to 12:30 p.m.;
                        Mon: 10:30 a.m. to 11:30 a.m.;
                        Tues.: 2 to 5 p.m.;
                        Wed: 10:30 to 11:30 a.m.;
                        Thurs: 11 a.m. to 2 p.m.;
                        Fri: 10:30 to 11:30 a.m.;
                        No time Saturday
News Service            AP
Transcription Service   Standard Radio
Representative          Mack Radio Sales Co.
Personnel
Chief Executive............. Mayor George E. Brunner
Manager-Chief Engineer.... Clarence E. Enzens
Sales Promotion Manager... L. M. Maxwell
Program Director........... Elizabeth Renner
Production Manager.......... William Markward

WHOM
JERSEY CITY—EST. 1928
Frequency: 146.0 Kc. Power: 1000 w. 500 n. Owned-Operated By New Jersey Broadcasting Corporation
Head Office................. 29 W. 57th St., New York, N. Y.
Phone Number.............. Plaza 3-4204
Studio Addresses........... 2866 Hudson Boulevard; 29 W. 57th St., New York City
Transmitter Location...... Washington Street
Time on the Air........... 6:30 a.m. to 1 a.m.
News Service.............. AP & UP
Transcription Service...... Lang-Worth: BMI
National Sales Office..... H. T. Ens. Jr., 29 West 57th St., N. Y. C.
Representatives........... The Katz Agency

Personnel
President.................. Gardner Cowles, Jr.
Station Manager........... Craig Lawrence
Commercial Sales Manager... J. M. Comptor
Program Director-Production Manager... Chas. Baltin
Publicity Director......... Fred Coll
Sales Promotion Manager... Jack Patle
Musical Director........... Joseph DeLuca
Chief Engineer............ Theodore Gemp

WAAT
NEWARK—EST. 1926
NEW JERSEY STATE NETWORK
Frequency: 146.0 Kc. Power: 1000 Watts Owned-Operated By Bremer Broadcasting Corporation
Address.................... 11 Hill St., Newark
Phone Number.............. Mitchell 2-5400
Studio Address............. 15 Hill St., Newark
Transmitter Location...... Kearny
Time on the Air........... 24 hours daily
News Service.............. UP & AP
Transcription Service...... World Broadcasting System, Associated
Representative............. Radio Advertising Co., Chicago

Personnel
Executive Vice-President-General Manager... Irving Robert Rosenhaus
Vice-President in Charge of Sales......... A. B. Schillin
Vice President in Charge of National Sales... Victor Bennett
Program Director........... Dale Kennedy
Director War Activities........ Ed Cossman
Production Manager.......... Lee Stewart
Director of Research........... Jay Stanlee
Publicity.................. Roland Trenchard
Chief Announcer........... David Miller
Record MC.................. Paul Brenner
Chief Engineer............. Frank V. Bremer
Musical Director........... Gus Steck
Technical Supervisor....... Frank V. Bremer

WHBI
NEWARK—EST. 1922
Address.................... 100 Shipman Street
Phone Number.............. Mitchell 2-7354
Transmitter Location...... Newark
Time on the Air........... Limited

Personnel
President-General Manager. James L. Shearer

WPAT
PATERSON—EST. 1941
Address.................... 7 Church St., Paterson
Phone Numbers............. Armory 3-3400 (Paterson)
Transmitter Location...... Clifton, N. J.
Time on the Air........... To local sunset
News Service.............. UP
Transcription Service...... Associated Music Publishers
New York Office........... 1501 Broadway
Representative............. Howard H. Wilson Co.

Personnel
President.................. James V. Cosman
Vice-President and General Manager......... Sidney J. Flamm
Commercial Manager.......... A. Lewis King
Sales Promotion........... Bernard J. Shaw
Chief Announcer........... Wm. Bohack
Program Director........... Ted Webb
Publicity Director........... David Golden
Record MC.................. Bob Bright
Chief Engineer............. Earl F. Lucas

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

Personnel
Sales Manager............. John C. Bird
NEW JERSEY

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: 7 a.m. to 10:30 a.m.; 5 p.m. to 8 p.m.
News Service: UP
Transcription Service: Langworth; C. P. Mac Gregor

Personnel
Vice-President-General Manager: F. J. Wolli
Commercial Manager: A. M. Jordan
Sales Promotion Manager: J. A. Marti
Chief Engineer: Edward P. Knowles

WTTM
TRENTON—EST. 1941
NATIONAL BROADCASTING COMPANY
Frequency: 920 Kc. Power: 1000 Watts
Owned-Operated By: Trent Broadcast Corp.
Address: 35 West State St.
Phone Number: 2-7127
Transmitter Location: Yardley, Pa.
Time on the Air: 7:30 a.m. to 12 midnight
News Service: UP
Transcription Service: Associated Spot Sales, Inc.

Personnel
President: Elmer H. Wene
Station Manager: Paul Alger
Chief Engineer: Theodore P. Kilmer

WAWZ
ZAREPHATH—EST. 1931
Frequency: 1380 Kc. Power: 5000 d.; 1000 n.
Owned By: Pillar of Fire
Operated By: Alma White College
Address: Zarephath
Phone Number: Bound Brook 223
Transmitter Location: Alma White College, Zarephath
Time on the Air: Shares time

Personnel
President: Bishop Alma White
Chief Engineer: N. L. Wilson
(Non-Commercial Station)

THE LARGEST BLOCK of PRODUCTIVE TIME
for the least amount of money

WPAT
PATerson, • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK
NEW MEXICO
For Latest U. S. Census Population And Radio Homes Data And
Statistics on “Shifting Population” Please Turn To Pages 273-287

K G G M
ALBUQUERQUE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1260 Kc. Power: 1000 Watts
Owned-Operated By. New Mexico Broadcasting Company
Address ............................................ Box 1388
Phone Number .................................... 4544
Transmitter Location. Rio Grande River Delta, West of Albuquerque
Time on the Air: 6 a.m. to 12 midnight
News Service Transradio; UP
Transcription Service. World Broadcasting System
Representative .................................. Weed & Co.

Personnel
General Manager. A. R. Hebenstreit
Acting Manager ................................ Bob Bissell
Sales Promotion Manager Jerry Oppel
Program Director Robert Chapman
Publicity ................................. I. Stockwell
Musical Director ............ Walt. Peterson
Chief Engineer .................... Leonard Dodds

K O B
ALBUQUERQUE—EST. 1921
BLUE NETWORK
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. BMI, Ascap
Representative ................................. Free & Peters, Inc.

Personnel
President ................................. T. M. Pepperday
Manager .............................. Frank Quinn
Traffic Manager .......................... Martha Summers
Chief Engineer ....................... Geo. S. Johnson

K A V E
CARLSBAD—EST. 1937
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By. Carlsbad Broadcasting Co.
Address .................................. 800 South Canal Street
Phone Number .............................. 244
Transmitter Location ............. La Huerta, N. M.
Time on the Air 7 a.m. to 9 p.m.
News Service ................................. UP
Representative ............................ Howard H. Wilson Co.

Personnel
General Manager ................. Norman R. Loose
Chief Engineer ....................... Carl C. Cook

K I C A
CLOVIS—EST. 1933
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by ................. DeWitt Landis
Address ................................. 4th & Main
Phone Number .............................. 3
Transmitter Location Clovis
Time on the Air. Full Time
News Service UP
Transcription Service Associated Record Program Service Publishers
Representative ................... Spot Sales, Inc.

Personnel
Station-Commercial Manager R. B. McAllister
Sales Promotion Grady Maples
Chief Engineer ....................... Vernon Hughes

K W E W
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
Transcription Service C. P. MacGregor

Personnel
President-Owner W. E. Whitmore
Station Manager Gertrude Dimpel
Chief Engineer ....................... Roy T. Evans

K F U N
LAS VEGAS—EST. 1941
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By. Southwest Broadcasters, Inc.
Business Address ........................ P. O. Box 710
Phone Number .......................... 12
Studio Address ........................ ½ mile east of Las Vegas
Transmitter Location ½ mile east of Las Vegas
Time on the Air: 7 a.m. to 9 p.m.; Sundays, 11 a.m. to 7 p.m.
News Service ........................................ UP
Transcription Service..................Standard Radio, World
Broadcasting System
Representative.........................William G. Rambeau Co.

Personnel
President-Station Manager.........E. N. Thwaites
Program Manager....................Dorothy G. Thwaites
Spanish Department.................Henry R. Tafoya, Jr.
Chief Engineer..........................A. F. Schultz

KGFL
ROSWELL—EST. 1927
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc........Power: 100 Watts
Owned-Operated By...............KGFL, Inc.
Address .......................310 N. Richardson Street
Phone Number ...................288
Transmitter Location ..........311 W. 16th Street
Time on the Air .................6:30 a.m. to 9 p.m.
Transcription Service ..........C. P. MacGregor

Personnel
Station Manager....................W. E. Whitmore
Commercial-Sales Promotions Manager
John McBoyle
Program Director-Chief Announcer
Jack Whiteman
Chief Engineer..........................Melvin Unger

KVSF
SANTA FE—EST. 1934
Frequency: 1340 Kc........Power: 100 Watts
Owned-Operated By.............New Mexico Broadcasting Co.
Address ..........................759 Cerillos Road
Phone Number ....................2020
Transmitter Location ..........Santa Fe
Time on the Air ................7 a.m. to 11 p.m.
Transcription Service ..........World
Representative.....................Weed & Co.

Personnel
President......................A. R. Hebenstreit
Manager .......................Ivan Head

KTNM
TUCUMCARI—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By..........Krasin-Krutzen
Address .........................Tucumcari
Phone Number ...................100
Transmitter Location .......Tucumcari
Time on the Air .................7 a.m. to 7:15 p.m.
Transcription Service ..........Standard Radio
Representative..................Cox & Tanz

Personnel
Station Manager .................Lester Knasin

FOR QUALITY
AP !

501
for low-cost coverage and *experienced* dealing with the buyers of the Capital Area—one of the top markets of the country.

The RADIO CENTRE STATION

WOKO

ALBANY — TROY — SCHENECTADY

NEW YORK

National Representatives: J. P. McKinney & Son
NEW YORK
For Latest U.S. Census Population And Radio Homes Data And
Statistics on “Shifting Population” Please Turn To Pages 273-287

WABY
ALBANY—EST. 1933
MUTUAL
Frequency: 1400 Kc.          Power: 250 Watts
Owne-operated By............Adirondack Broadcasting Co., Inc.
Address ........................ Radio Centre
Phone Number ..................4-4194
Transmitter Location ...........Colton, N. Y.
Time on the Air ...............7 a.m. to 2 a.m.
Newspaper Affiliation ..........Knickbocker News
News Service ..................UP, Transradio
Transcription Service .........Standard Radio Representative
Personnel
General Manager ..............Harold E. Smith
Assistant Manager ..........Deuel Richardson
Sales Manager ...............Herbert Lundberg
Sales Promotion Manager ....Paul Dennis
Program Director ............Joseph E. Nolan
Director War Programs .......Joseph E. Nolan
Musical Director ............Carl Miller
Chief Engineer ..............James A. Corey
Record M.C. ..................E. L. Trudeau

WOKO
ALBANY—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc.          Power: 1000 d.; 500 n.
Owne-operated By............WOKO, Inc.
Address ........................Radio Centre
Phone Number ..................4-4193
Transmitter Location ..........Central Avenue
Time on the Air ...............8:45 a.m. to 1:05 a.m.
Newspaper Affiliation ..........Knickbocker News
News Service ..................UP, Transradio
Representative ..............J. P. McKinney & Son
Personnel
General Manager ..............Harold E. Smith
Assistant Manager ..........Deuel Richardson
Sales Promotion Manager ....Paul Dennis
Program Director ............Joseph E. Nolan
War Programs .................Carl Miller
Musical Director ............Carl Miller
Chief Engineer ..............James A. Corey
Record M.C. ..................E. L. Trudeau

WMBO
AUBURN—EST. 1926
KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc.          Power: 250 Watts
Owne-operated By............WMBO, Inc.
Address ........................Metcall Building, 141 Genesee St.
Phone Number ..................433
Transmitter Location ...........Corner York and Division Streets
Time on the Air ...............8 a.m. to 11:15 p.m.
Newspaper Affiliation ..........Auburn Citizen Advertiser
News Service ..................AP
Transcription Service .........Standard Radio Representative
Personnel
President ......................William O. Dapping
General Manager .............Frederick L. Keese
Musical Director-Publicity ...Dorothy Bolin
Chief Engineer ................Herbert House

WBTA
BATAVIA—EST. 1941
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc.          Power: 250 Watts
Owne-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
Personnel
President ........................E. R. Gamble
Station Manager ..............Carl R. Switendick
Sales Manager .................Frederick R. MacLaughlin
Program Director .............Harriette Taylor
Chief Engineer ................Howard Cochran

WNBF
BINGHAMTON—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 1290 Kc.          Power: 5000 Watts
Owne-operated By............Wylie B. Jones
Advertising Agency
Address ........................Arlington Hotel
Phone Number ..................Binghamton 2-3461
Transmitter Location ...........Ingraham
Time on the Air ...............6 a.m. to 1:05 a.m.
News Service ..................UP
Transcription Service .........World Broadcasting Representative

503
ON WLIB YOU'LL Never HEAR...

CUSTOM-PROGRAMMED to the Cream of the New York Market!

» WLIB carries your advertising message into the homes of New York's solid middle income families.

» WLIB's civilized programs avoid irritating its listeners with what they don't want. Gives them plenty of what they do want. "The Popular Classics with a Blend of the Modern" ... a winning combination, not consistently duplicated by any other New York station.

» RESULTS: 66% of WLIB's listeners are over 30 years of age ('"Pulse of New York")* 69% of WLIB's listeners are middle income ('"Pulse of New York")* ... 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ('"Pulse of New York")* ... WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944) †

* "Pulse of New York" † Hooperatings

NEW YORK'S

WLBI

"THE VOICE OF LIBERTY"

1190 ON YOUR DIAL
CLEAR CHANNEL

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR...
NEW YORK

**Personnel**

President .............................................. John C. Clark
General Manager................................. Cecil D. Mastin
Sales Promotion Manager...E. Ray McCloskey
Program Director ............................. E. Ray McCloskey
Musical Director .................................. W. J. Gillen
Chief Engineer .................................. Lester H. Gilbert
Record MC............................................ Ralph Carroll

**WBYN**

BROOKLYN—EST. 1941
Frequency: 1430 Kc...Power: 1000 d.; 500 n.
Owned-Operated By.......WBYN—Brooklyn, Inc.
Address .................. 1 Nevins St., Brooklyn
Phone Number .............. Triangle 5-3300
Transmitter Location ...... 583 Meserole St.
Time on the Air ............. Unlimited
News Service .................. AP; INS
Transcription Service .......... NBC Thesaurus

**Personnel**

General Manager .................. William Norins
Program Director .................. Tedd Lawrence
Chief Engineer .................... Peter Testan

(See Page 506)

**WBBR**

BROOKLYN—EST. 1934
Frequency: 1330 Kc.........Power: 1000 Watts
Owned-Operated By...... Peoples Pulpit Assn.
Address ................... 124 Columbia Height's
Phone Number ................. MAIn 4-9735
Transmitter Location ......... Rossville, Staten Island
Time on the Air............... Shares time

**Personnel**

Manager .......................... Andrew K. Wagner
(Non-Commercial Station)

**WLIB**

BROOKLYN—EST. 1942
Frequency: 1190 Kc........Power: 1000 Watts
Owned-Operated By .......... WLIB, Inc.
Address ................... 846 Flatbush Avenue
Phone Number ................. BUckminster 7-5900
Transmitter Location ...... 180 Morgan Ave.
Time on the Air ................. Sunrise to sunset in Ft. Wayne, Ind.
News Service .................. AP, UP, Reuters
Newspaper Associated ......... New York Post
Transcription Service  .......... Associated Music and World
National Representative ........ The Forjoe Co., Chicago

**WBNY**

BUFFALO—EST. 1935
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By ........ Roy L. Albertson
Address ................... 485 Main Street
Phone Number ................. Madison 4000
Transmitter Location ...... 154 E. Eagle St.
Time on the Air ................. 7 a.m. to 1 a.m.; Sundays, 9 a.m. to 12 midnight
News Service .................. Transradio; AP; UP

**Personnel**

General Manager .................. Roy L. Albertson
Commercial Manager ........... Virginia C. Fyda
Chief Announcer ................ H. C. Schellenberg
Musical Director ................. Arthur Crosson
Chief Engineer .................. Thomas L. Vines

---

**News Comes First at WBNY**

Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance...full Transradio Press, Associated Press and United Press services provide many outstanding beats...all Western New York follows WBNY's newscasts. Fifteen newscasts daily.

**WBNY**

Owned and Operated by
ROY L. ALBERTSON
485 Main Street  Buffalo, N. Y.
Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product...at the lowest cost per dollar...per listener...per result!

"minute station" service exclusively with WBYN BROOKLYN 1430 ON THE DIAL

Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas...then a minute of music...followed by a minute of racing results (exclusive "from the track" reports 12 to 8:30 daily)...then music again...then other sports...Continuous minute spotting of all you want to hear...on one station, WBYN the only Minute Station!

For availabilities, write WILLIAM NORINS, Gen. Mgr., Station WBYN, 1 Nevins Street, Brooklyn, N. Y.
**WBEN**

**BUFFALO—EST. 1930**

NATIONAL BROADCASTING CO.

- Frequency: 930 Kc
- Power: 5000 Watts
- Owned-Operated By: WBEN, Inc.
- 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. Kirchhofer
- Station Manager: C. Robert Thompson
- Program Director: Woodrow Magnuson
- Publicity Director: Darrell Martin
- Chief Announcer and War Programs: Edward Wegman
- Musical Director: Sinclair Armstrong
- Record MC: Clint Buehlman
- Chief Engineer: Ralph J. Kingsley
- Record MC: Clinton Buehlman

**WEBR**

**BUFFALO—EST. 1924**

MUTUAL BROADCASTING SYSTEM

- Frequency: 1340 Kc
- Power: 250 Watts
- Owned-Operated By: WEBR, Inc.
- Address: 23 North Street
- Phone Number: Lincoln 7133
- Transmitter Location: Larkin Terminal Bldg.
- Time on the Air: 7 a.m. to 1 a.m.; Sundays 8:30 a.m. to 1 a.m.
- Newspaper Affiliation: Buffalo Courier-Express
- News Service: AP, INS
- Transcription Service: Lang-Worth
- Standard Radio
- Representative: Weed & Company

**Personnel**

- President: Paul E. Fitzpatrick
- Station Director: Cy King
- Sales Manager: William Doerr, Jr.
- War Program Manager: Albert H. Zink
- Program Director: Robert F. Kliment
- Publicity: Jim Kennedy
- Chief Announcer: C. L. Allen
- Musical Director: Irving Shire
- Record MC: Ed Tucholska
- Chief Engineer: Raymond Lamy

**WGR**

**BUFFALO—EST. 1922**

BLUE NETWORK

- Frequency: 550 Kc
- Power: 5000 d.; 1000 n.
- Owned-Operated By: Buffalo Broadcasting Corp.
- Address: Rand Bldg.
- Phone Number: Washington 3100
- Transmitter Location: Hamburg, N. Y.
- Time on the Air: 6 a.m. to 2 a.m.
- Newspaper Service: UP
- Transcription Service: World Broadcasting System
- Representative: Free & Peters

**Personnel**

- President: H. W. Deyo
- Executive Vice-President: I. R. Lounsberry
- Sales Manager: John A. Bacon
- Program Manager: Karl Hoffman
- Sales Promotion: R. McPherson
- Chief Engineer: Karl B. Hoffman
**NEW YORK**

**WKBW**
BUFFALO—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1520 Kc. ....... Power: 50000 Watts
Owned-Operated By ......... Buffalo Broadcasting Corp.
Address .......... Rand Building
Phone Number .......... Washington 3100
Transmitter Location ...... Hamburg, N. Y.
Time on the Air ......... 18 hours daily
News Service .......... UP
Transcription Service ....... World Broadcasting System
Representative .......... Free & Peters

**WENY**
ELMIRA—EST. 1939
NBC-MBS
Frequency: 1230 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Elmira Star-Gazette
Business Address .......... Mark Twain Hotel
Phone Number .......... 5181
Studio Address .......... Mark Twain Hotel
Transmitter Location ...... Schuyler Ave.
Time on the Air: 7:30 a.m. to 2 a.m.; Sundays, 9 a.m. to 1 a.m.
Newspaper Affiliation ...... Elmira Star-Gazette;
Sunday Telegram: Elmira Advertiser
News Service .......... UP
Transcription Service ....... World Broadcasting System
Representative .......... J. P. McKinney & Son

**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 ...... Shares time: WBRB, WFAS
Transcription Service ....... NBC Thesaurus

**WENT**
GLOVERSVILLE—EST. 1944
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Sacandaga Broadcasting Corp.
Address .......... 8 West Fulton St.
Phone Number .......... 4900
Transmitter Location ...... Harrison Ave.
Time on the Air ......... 7 a.m. to midnight
News Service .......... AP
Transcription Service ....... Lang-Worth
Representatives .......... Spot Sales, Inc.

**WHCU**
ITHACA—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 870 Kc. ....... Power: 1000 Watts
Owned-Operated By ......... Cornell University
Business Address .......... Ithaca Savings Bank
Phone Number .......... 3438
Studio Addresses: Ithaca Savings Bank Bldg.;
Campus Studio; Cornell Countryman Bldg.;
Cornell Campus
Transmitter Location ...... Forest Home, Ithaca
Time on the Air ...... 6:30 a.m. to sundown
News Service .......... UP
Transcription Service ....... World Broadcasting System
Representative .......... Howard H. Wilson Co.

**WJTN**
JAMESTOWN—EST. 1936
BLUE NETWORK
Frequency: 1240 Kc. ....... Power: 250 Watts
Owned-Operated By ......... James Broadcasting Company, Inc.
Address .......... 208 Hotel Jamestown Bldg.
Phone Number .......... 7-151
Transmitter Location ...... Jones & Gifford Avenue
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
News Service .......... UP
NEW YORK

Transcription Service ...... Associated Music
Representative ......... Wm. G. Rambeau Co.

Personnel
President .................. Jay E. Mason
General Manager and
Treasurer .............. Dayton S. Wilkins
Promotion Manager-Program
Director and War Programs .... A. E. Spokes
Publicity Director ........ Catherine Lindstrom
Chief Engineer .......... Harold J. Kratzert

W K N Y
KINGSTON—EST. 1939
MBS—THE FRIENDLY GROUP
Frequency: 1490 Kc .. Power: 250 Watts
Owned-Operated By ...... Kingston Broad. Corp.
Address ............... 601 Broadway
Phone Number .......... 601 Broadway
Transmitter Location . Plainfield St., Ulster
Time on the Air .... 7 a.m. to 12 midnight
News Service ............. UP
Representative .......... Spot Sales, Inc.

Personnel
President .................. John J. Laux
Station Manager .......... Lou Steketee
Commercial Manager .......... George Hard
War Programs .......... Dick McCarthy
Chief Engineer .......... Francis Boisvert
(See Page 557)

For RESULTS
In
Southwestern New York and
Northwestern Pennsylvania
Ask
William G. Rambeau
Company
About
W J T N
Jamestown, N. Y.

Blue Network

W A B C
NEW YORK CITY—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 880 Kc ........ Power: 50000 Watts
Owned-Operated By . Columbia Broadcasting
System, Inc.
Business Address ........ 485 Madison Avenue
Phone Number ............ Wickmarsham 2-2000
Studio Addresses: 485 Madison Ave.; 49 E.
52nd St.; 1697 Broadway; 799 Seventh Ave., 251 W. 45th St.; 254 W. 54th St.; 109
W. 39th St., 111 E. 58th St.
Transmitter Location: Columbia Island, New
Rochelle, N. Y.
Time on the Air . . . 5:00 a.m. to 2 a.m.; Sunday.
6 a.m. to 2 a.m.
News Service ............... AP; INS; UP
Transcription Service ...... Associated Music Publishers; Langworth Feature Programs
Representative .............. Radio Sales

**Personnel**

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
War Programs ............... G. Richard Swift
Manager of Studio
Operation .................. D. Gordon Graham
Director of Women’s Programs .......... Margaret Allen
Manager of Press Information ...... J. E. Doyle
Script Editor ................ Arnold Michaelis
Chief Engineer ............. Henry Grossman

(For additional personnel see listing of Columbia Broadcasting System, Inc., under Networks)

**WBNX**

NEW YORK—EST. 1927

Frequency: 1380 Kc. Power: 5000 Watts

Owned-Operated By ........... WBNX Broadcasting Co., Inc.
Address ..................... 260 E. 161st Street
Phone Number ............... MElrose 5-0333
Transmitter Location ......... Carlstadt, N. J.
Time on the Air .......... ¾ time shared with WAWZ
News Service ............... AP
National Representative ....... Forjee & Co.

**Personnel**

President .................. A. L. Haskell
Vice-President .............. W. C. Alcorn
General Manager ............ W. I. Moore
Production Manager .......... Edw. Ervin
Program Director .......... Frank Johnson
Musical Director ............ Fred Mendelsohn
Chief Engineer ............. A. Solbrig

**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

1920 RADIO’S 25th ANNIVERSARY 1945

WBNX is more than a station, it is an institution. It carries to the millions of foreign born sales messages in the intimacy of their native language. It SELLS merchandise to the millions who have money to spend. Let us give you the facts.

**Daily Programs In**

- ENGLISH
- ITALIAN
- GERMAN
- JEWISH
- POLISH

WBNX 5000 WATTS DIRECTIONAL OVER NEW YORK

America’s Leading Foreign Language Station
Transmitter Location...Port Washington, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sunday, 8 a.m. to 1 a.m.
News Service..................AP, UP, INS
Transcription Service........NBC Thesaurus, Standard Radio
Representative...NBC National Spot & Local Sales

Personnel
President..........................Niles Trammell
Assistant Manager.............deLancey Provost
Program Director...............J. C. McCray
Promotion Manager.............Charles B. H. Vaill
Press Representative.........John McKay
Farm Director..................Merton Emmer
Sales: James V. McConnell, Mgr. Nat'l Spot Sales; Wm. O. Tilenius, Asst. Manager
Director of War Programs.....Dwight Herrick
Chief Announcer...............Patrick J. Kelly
Musical Director...............Nicholas Saslavsky
Chief Engineer................F. A. Wankel
(For additional personnel see listing of National Broadcasting Co., under Networks.)

WEVD
NEW YORK—EST. 1927
Frequency: 1330 Kc...Power: 5000 Watts
Owned-Operated By............Debs Memorial Radio Fund, Inc.
Address..................117 West 46th Street
Phone Number...............BRyant 9-2360
Transmitter Location.........Maspeth, L. I., N. Y.
News Service..................AP
Time on the Air...7 a.m. to 10 a.m., 12 noon to 6 p.m. and 8 p.m. to 1 a.m.; Sundays, 11 a.m. to 3 p.m., 8 p.m. to 1 a.m.; Saturdays, 7 a.m. to 1 a.m.

Personnel
Chairman of Board.................Adolph Held
Managing Director...............Henry Greenfield
Chief Announcer................David Niles
Program Director...............George Field
Musical Director...............Nicholas Saslavsky
Chief Engineer................Charles Brown

FOR QUALITY
AP !

WEVD
ENGLISH · JEWISH · ITALIAN
For millions of high-income families in the great Metropolitan New York Market WEVD is the first station of interest...
because nowhere else can they obtain WEVD’s unique cultural, educational and entertainment features.
A large number of national advertisers have for years capitalized this fact and include WEVD as a “must” on their schedules.
Ask for “Who’s Who on WEVD”...
sent on request.

WEVD
117-119 West 46th St., New York, N. Y.
THE TOWER THAT DEMANDS ATTENTION

DOMINATION
50,000 Watts at 1050 KC; Covers more than 15,000,000 people in primary area... Actually 11.6% of all people in U. S. A.

ADDITION
Secondary coverage includes prosperous New England states.

RECOGNITION
Top station for SPORTS—MUSIC—NEWS in North Eastern U. S. A.

CONFIRMATION
76% Renewed contracts prove satisfaction.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

WHN 1050 NEW YORK

Represented by RAMBEAU
WHN
NEW YORK—EST. 1922

Frequency: 1050 Kc. Power: 50000 Watts
Owned-Operated By: Marcus Loew Booking Agency
Address: 1540 Broadway
Phone Number: BRyant 9-7800
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
Transcription Service: World Broadcasting System

Personnel

Director: Herbert L. Petey
Director of Sales: Bertram Lebhar, Jr.
Sales Promotion: Robert F. Anthony
Program Director: Frank Roehrenbeck
Publicity Director: George Lewis
Night Manager: Tod Williams
Musical Director: Don Albert
Chief Engineer: Paul Fuelling
Record MC: Dick Gilbert and Earl Hague

Representatives: Wm. G. Rambeau Co., Bertha Bannan, Boston

The Red Cross Needs

Your Unstinting Assistance

GIVE!
Ever stop to consider New York as a city of Homes?

Well, it is...3,000,000 of them within the WINS primary coverage radius. 3,000,000 homes is more than the Combined Total of homes in the next Three largest cities...Chicago, Philadelphia and Los Angeles.

How does WINS attack this bonanza Home Market?

By "Home Programming"; a simple, yet sound formula of Listenable radio designed for whoever's home at any specified time of day. Resultful? WINS' Audience Ratings Are Climbing Every Day. WINS' List Of Happy Advertisers Is Longer Than It's Ever Been...And Getting Longer Daily.

3,000,000 radios...3,000,000 Salesmen...are ready to go to work for you over WINS.

NEW YORK'S HOME STATION

10,000 WATTS...1010 ON THE DIAL
WINS
NEW YORK—EST. 1924
Frequency: 1010 Kc .... Power 10000 Watts
Owned-Operated By .... Hearst Radio, Inc.
Address .................. 28 West 44th Street
Phone Number .............. BRyant 9-6000
Transmitter Location ...... Lyndhurst, N. J.
Time on the Air .......... Unlimited License
Newspaper Affiliation: N. Y. Journal-American:
N. Y. Daily Mirror
News Service ................. AP, INS
Transcription Service .... World Broadcasting
System; Standard Radio
Representative .............. Paul H. Raymer Co.

Personnel
Station Manager .......... Willard Schroeder
Sales Manager .......... John T. Adams, Jr.
Sales Promotion .......... Ann M. Wright
Program Director ...... Mary Daly
War Programs .......... Mary Daly
Chief Announcer ........ Joseph Tobin
Musical Director .... Henry Sylvern
Chief Engineer .......... Charles B. Reynolds

WJZ
NEW YORK—EST. 1921
THE BLUE NETWORK—KEY STATION
Frequency: 770 Kc .. Power: 50000 Watts
Owned-Operated By .. American Broadcasting
Corp.
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
Transcription Service .... NBC Thesaurus, Standard
Representative .......... Blue Spot Sales

Personnel
Chairman of Board .......... Edward J. Noble
Vice Chairman of Board ... Chester LaRoche
President ................ Mark Woods
Manager ................. John H. McNell
Sales Manager ............ Robert Garver
Commercial Program Director .. John Hade
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 The Blue Network in network section of this volume).
BEST SPOT on America's busiest airlane...
BEST APPROACH to America's busiest market...

WMCA
FIRST on New York's dial

America's Leading Independent Station

Represented by Weed & Company
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: 6:30 a.m. to 1:30 a.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: Weed & Co.

Personnel
President: Nathan Straus
Vice-President and General Manager: Charles Stark
War Programs and Director of News and Publicity: Leon Goldstein
Sales Promotion Manager: Howard Klarman
Production Manager: Charles Wilshin
Chief Announcer: Joseph A. O'Brien
Artists Bureau: Charles Wilshin
Musical Director: Jerry Sears
Chief Engineer: Frank Marx
Record MC: Jerry Lawrence and Steve Ellis

WNBC
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; INS

Personnel
Director: M. S. Novik
War Programs: Sylvia Davies
Chief Announcer: T. H. Cowan
Musical Director: Herman Neuman
(Non-Commercial Station)

WAAT
(See New Jersey)
Here's one reason

WHY NEW YORK TUNES TO WNEW
24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, WNEW knows just the type of radio entertainment New Yorkers enjoy.

Here are six "winners" who have found a loyal audience in the millions of listeners throughout the Metropolitan area—listeners who buy the products these stars recommend!

These are sales-producing programs! But they are only a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!

WNEW
NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY
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......Belleville Turnpike, Kearney, N. J.
Time on the Air: 24 hours a day—seven days a week
News Service............AP; N. Y. Daily News
Transcription Service.....Standard Radio
NBC Thesaurus, Lang-Worth
Representative: John Blair & Co.; R. C. Foster

Personnel
Station Manager ..............Bernice Judis
Vice-President and Local Sales Manager.............Herman Bess
Vice-President & National Sales Manager.............Walter Duncan
Program Director ...........Ted Cott
Special Events and Publicity Director, Jo Ranson
Sales Promotion Manager...Wm. B. McGrath
Research Director ..........Alberta Curtis
Vocal Director ..............James Rich
Chief Announcer ............John Jaege
Musical Director...........Merle Pitt
Chief Engineer ..............M. J. Weiner

For Up-To-The-Minute
POPULATION AND RADIO HOMES STATISTICS AND DATA ON "SHIFTING POPULATIONS" IN THE UNITED STATES
Please Turn to Pages 273-287

☆
NETWORK INFORMATION
Please Turn to Pages 289-320

☆
FEDERAL COMMUNICATIONS COMMISSION
Please Turn to Pages 215-219

☆
NATIONAL ASSOCIATION OF BROADCASTERS
Please Turn to Pages 961-970

519
Month after month during 1944 WOR carefully clocked the 10 most popular local shows carried by all New York stations.

WOR now finds that 84% of these great programs were broadcast by WOR during the entire year.

WOR—that power-full station at 1440 Broadway, in New York

member of the mutual broadcasting system
**WOR**

NEW YORK—EST 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 710 Kc. Power: 50000 Watts
Owned-Operated By: Bamberger 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 daily
News Service: AP; Transradio; UP;
Transcription Service: WOR Electrical Transcription & Recording Service, World Broadcasting System
Representatives: M. L. Tyler (Boston); John Shelton, DeWitt Mower, Robert A. White (Chicago); Edward S. Townsend (San Francisco)

**Personnel**

President............Alfred J. McCosker
Vice-President and General Manager..............Theodore C. Streibert
Vice-President in Charge of Program Operations...Julius F. Seebach, Jr.
Vice-President in charge of Sales..................Rufus C. Maddux
Sales Manager........Eugene S. Thomas
Assistant Director of Program Operation...........Norman Livingstone
Production Managers........Roger Bower and Sherman (Jock) MacGregor
Director of Publicity........Charles Oppenheim
Director of War Services and News.................Dave Driscoll
Chief Engineer-Secretary........J. R. Poppele
Director of Entertainment Dept........Nat Abramson
Promotion and Research
Director...............Joseph Creamer
Musical Director........Alfred Wallenstein
Chief Announcer........Eugene King
Continuity Director........Robert Simon

FOR QUALITY
AP!
WQXR
10,000 WATTS • NIGHT AND DAY

WQXQ
NEW YORK'S FIRST F.M. STATION

THE RADIO STATIONS OF
The New York Times

INTERSTATE BROADCASTING COMPANY, Inc.
730 FIFTH AVENUE • NEW YORK 19, N. Y.
Circle 5-5566
**W Q X R**

NEW YORK—EST. 1934

Frequency: 1560 Kc  Power: 10000 Watts

Owned-Operated By: Interstate Broadcasting Company, Inc.

Address: 730 Fifth Avenue

Phone Number: Circle 5-5566

Transmitter Location: Maspeth, Long Island, N. Y.

Time on the Air: 7 a.m. to 12:05 midnight; Sundays, 8:30 a.m. to 12 midnight

Newspaper Affiliation: New York Times

News Service: AP

Transcription Service: World Broadcasting System; Associated Music

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**Personnel**

Chairman of the Board: Arthur Hays Sulzberger

President: John V. L. Hogan

Executive Vice-President: Elliott M. Sanger

V. P. in Charge of Sales: Hugh K. Boice

Asst. V. P. Charge of Sales: Norman S. McGee

Program Director: Eleanor N. Sanger

Publicity Director: Eleanor Hurley

Chief Announcer: Albert Grobe

Musical Consultant: Abram Chasins

Conductor: Leon Barzin

Chief Engineer: Russell Valentine

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**Another First For**

Originated Hourly Spot News Summaries on the Special AP News Wire
TWO GOOD GRIPS
on the NEW YORK MARKET

WOV's firm hold on two great and responsive audiences gives this important station a continuous, impressive, around-the-clock audience that results in satisfied sponsors anytime of the day or night. In the daytime, according to January Pulse, WOV dominates metropolitan New York's Italian-speaking audience, reaching as many as 76% of the 520,000 Italian radio homes. And in the evening, between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more radio homes, at the lowest cost per listener, than any other New York Independent station.

RALPH N. WEIL, GENERAL MANAGER
JOHN E. PEARSON CO., NAT'L REP.

New York THE KEY TO TWO MARKETS
WOV
NEW YORK—EST. 1933
ATLANTIC COAST NETWORK
Frequency: 1280 Kc.  Power: 5000 Watts
Owned-Operated By: Wodaam Corporation
Address ............................ 730 Fifth Avenue
Phone Number .................. Circle 5-7979
Transmitter Location ............. Carlsbad, N. J.
Time on the Air: 7 a.m. to midnight Mon. thru Sat.
News Service ....................... UP
Transcription Service ............ Standard Radio
Representative .................... John E. Pearson Co.

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 Music
Representative ................... Headley-Reed Company

WHDL
OLEAN—EST. Tupper Lake, 1928
BLUE NETWORK
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: WHDL, Inc.
Business Address: 601-619 Exchange National Bank Building
Phone Numbers ................. Olean 4149; Transmitter, Olean 7597
Studio Address: 601-619 Exchange National Bank Building
Transmitter Location ............ Allegany, N. Y.
Time on the Air .................. 7 a.m. to 11 p.m.
Newspaper Affiliation .......... Olean Times Herald
News Service ..................... UP
Transcription Service .......... World Representative  J. P. McKinney & Son

WMFF
PLATTSBURG—EST. 1934
BLUE NETWORK
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By: Plattsburg Broadcasting Corporation
Address ............................ Radio Centre
Phone Number .................... 1600
Transmitter Location ............ Boynton Ave.
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays 8 a.m. to 11 p.m.
News Service ...................... UP
Transcription Service .......... Standard Representative
Spot Sales, Inc.

WSLB
OGDENSBURG—EST. 1940
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 12 midnight
...a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.

...a visitor who is always welcome in the 741,410 radio homes of this 43 county area.

...a salesman who always delivers a glowing call report...proved by mail response and audience surveys.

...a full-time day and evening representative who keeps the door open for your message.

...one of the family, whose friendly greeting introduces you to your most worthwhile prospects.

"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N.Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

"The Stromberg-Carlson Station"
W K I P
POUGHKEEPSIE—EST. 1940
BLUE NETWORK
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By  Poughkeepsie Broadcasting Corporation
Address  The Nelson House
Phone Number  6-800
Transmitter Location  The Nelson House
Time on the Air:  7 a.m. to 12 midnight
News Service  NBC
Transcription Service  NBC Thesaurus
Representative  Headley-Reed Company

Personnel
President  Merritt C. Speidel
General Manager  Harold W. Cassill
Station Manager  Bruff W. Olin
Chief Engineer  John Burke

W H A M
ROCHESTER—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1180 Kc.  Power: 50,000 Watts
Owned-Operated By  Stromberg-Carlson Company
Business Address  Carlson Rd.
Phone Number  Stone 1862
Studio Address  111 East Ave.
Transmitter Location  Victor, New York
Time on the Air:  18 hours daily
News Service  UP
Transcription Service  NBC Thesaurus
World Broadcasting System
Representative  Geo. P. Hollingsbery Co.

Personnel
Vice-President  William A. Fay
Station Manager  John H. Lee
Sales Manager  J. W. Kennedy, Jr.
Sales Promotion Manager  Truman Brizee
Program Director  Chas. Siverson
Production Manager  Eugene Lane
Musical Director  Eugene Zacher
Publicity Director  Truman Brizee
Chief Announcer  Dean Harris
Director of News  Jack Ross
Director of Sports  Robert Turner
Educational Director  John Tesch
Technical Supervisor  Ken Gardner

W N B Z
SARANAC LAKE—EST. 1937
KEYSTONE BROADCASTING SYSTEM
Frequency: 1320 Kc.  Power: 100 Watts
Owned-Operated By  Upstate Broadcasting Corporation
Business Address  14 Broadway
Phone Number  6-1320
Studio Address  14 Broadway
Transmitter Location  3 Olive St.
Time on the Air:  Daytime license
Transcription Service  Standard Radio
Representative  Thomas F. Clark Co., Inc.

Personnel
President  John F. Grimes
Program Director  Albert C. Bagdasarian
Chief Engineer  H. Berwind Williams

WSAY
ROCHESTER—EST. 1936
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1370 Kc.  Power: 1000 Watts
(C.P. 1000 W., 1370 Kc.)
Owned-Operated By  Brown Radio Service & Laboratories
Address  Taylor Bldg., Main St.
Phone Number  Stone 702
Transmitter Location  Brighton, N. Y.
Time on the Air:  6:30 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  Elmer J. Walz
Musical Director  Viola Brown
Chief Engineer  Gordon Brown

WHEC
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:  Monday through Friday, 6:30 a.m. to 12:30 a.m.; Saturday, 6:30 a.m. to 1 a.m.; Sunday, 8:30 a.m. to 12:30 a.m.
Newspaper Affiliation  Gannett Newspapers, Inc.
News Service  AP
Transcription Service  Associated Music & Standard
Representative  J. P. McKinney & Son

Personnel
President  Frank E. Gannett
Vice-President  Clarence Wheeler
Treasurer-General Manager  Gunnar O. Wilg
Commercial Manager  L. C. Wheeler
Program Director  William J. Adams
Chief Engineer  Bernard C. O'Brien
WG Y
SCHENECTADY—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 810 Kc. Power: 50000 Watts
Owned-Operated By..... General Electric Company
Address ... 1 River Road
Phone Number............3-2121
Transmitter Location....South Schenectady
Time on the Air: 6 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service.............AP, UP
Transcription Service.....NBC Thesaurus;
Standard Radio
Representative. National Broadcasting Co;
NBC Spot Sales
Personnel
Manager of Broadcasting.........R. S. Peare
Asst. Manager Broadcasting.....B. J. Rowan
Station Manager...............Kolin Hager
Asst. Manager..............A. G. MacDonald
Sales Manager............A. G. MacDonald
Sales Promotion............Kay Kempton
Program Manager............A. O. Coggeshall
Asst. Program Manager........Earle Pudney
Press & Public Relations Director, W. T. Meenam

Accountant ..................V. J. Hasche
Director of Agricultural
Activities..................G. E. Markham
Artists Bureau...............Kolin Hager
Musical Directors. E. A. Rice and Frank Glenn
Station Engineer...............W. J. Purcell

WS NY
SCHENECTADY—EST. 1942
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By..... Western Gateway Broadcasting Corp.
Address..................Plaza Theater Bldg.
Phone Number...........Schenectady 3-3622
Transmitter Location..Campbell & Rice Rds., Rotterdam, N.Y.
Time on the Air: 6:45 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
News Service .............AP
Transcription Service..Standard Radio; Lang-Worth
Representative...............Helen Wood
Personnel
President...............Winslow P. Leighton
Vice-President & General
Manager.................George R. Nelson

WGY
The MUST Station in the Great Hudson Circle
WGY
For Power, Programming, and Prestige
WGY
50,000 Watts - NBC - 22 Years of Service
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
SCHENECTADY, NEW YORK

WGY-216

528
NEW YORK

Program Manager ............ Edward F. Flynn
Production Manager .......... Cecil Woodland
Chief Engineer ............... I. Beck

WAGE
SYRACUSE—EST. 1941
BLUE NETWORK

Frequency: 620 Kc .... Power: 1000 Watts
Owned-Operated By ....... WAGE, Inc.
Address ..................... Loew Building
Phone Number ............... 2-0277
Transmitter Location ....... Liverpool, N. Y.
Time on the Air .......... 6 a.m. to 2 a.m.; Sundays, 8 a.m. to 1 a.m.
News Service ................. AP
Transcription Service ...... Standard
Representative .............. Edward Petry & Co., Inc.

Personnel

President .................... Frank C. Revoir
Station Manager ............ William T. Lane
Sales Manager ............... Aaron Beckwith
Merchandising Director .... Aaron Beckwith
Production Manager ......... Alfred Dinsdale
Musical Director ............ Thelma Jean McNeill
Record MC .................. Fred Jeske
Chief Engineer ............. Charles Brannen

WOLF
SYRACUSE—EST. 1940
MUTUAL BROADCASTING SYSTEM

Frequency: 1490 Kc .... Power: 250 Watts
Owned-Operated By ...... Civic Broadcasting Corporation
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.
Transcription Service ..... Standard
Representative .............. The Walker Co.

Personnel

President-Commercial Manager ... T. S. Marshall
Program Director ............ Hamilton Woodie
Production Manager .......... Hamilton Woodie
Publicity Director .......... Eleanor Merz
Chief Announcer ............. Sid Posner
Chief Engineer .............. David Foote

WSYR
SYRACUSE—EST. 1923
NATIONAL BROADCASTING CO.

Frequency: 570 Kc .... Power: 5000 Watts
Owned-Operated By ...... Central New York Broadcasting Corporation
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 p.m.
News Service ................. UP
Transcription Service: Associated Recorded Program Service; Lang-Worth & Standard
Representative .......... Paul H. Raymer Company

Personnel

President .................... Harry C. Wilder
Vice-President ................ E. R. Vadeboncoeur
Treasurer ..................... N. L. Kidd
Commercial Manager ........ W. R. Alford, Jr.
Promotion Manager .......... R. Boyd
Program Director ............ Bill Rothrum
Chief Announcer ............. Ralph Wallace
War Programs ............... George Reed
Musical Director ........... M. Bernthal
Chief Engineer ............. Armand Belle Isle
Record MC .................. Paul Coleman

YOU'VE got to get price, coverage and audience when you buy spot radio. In Central New York, you get more of all three when you buy WAGE. For WAGE costs less than other Syracuse network stations. It gives equal or greater coverage. And audience—well, ask to see the last special Hooper report on Syracuse radio listening. Your Edward Petry & Co. representative will show it to you—or write or wire WAGE.

620 Kilocycles * 1000 Watts * Syracuse, N. Y.
More listeners... day or night... make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL... the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this “post-war-prepared” market than any other station. (Figures available if you want them.)
WFBL
SYRACUSE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1390 Kc. Power: 5000 Watts
Owned-Operated By: Onondaga Radio Broadcasting Corporation
Address: Onondaga Hotel
Phone Number: 2-1147
Transmitter Location: Collamer, N.Y.
Time on the Air: Full Time
News Service: INS
Transcription Service: World Broadcasting System
Representative: Free & Peters

Personnel
President: S. H. Cook
Vice-President-General Manager: Samuel Woodworth
V-P-Merchandising Mgr.: Robert G. Soule
Commercial Manager: Charles Phillips
Program Director: George Perkins
Publicity Director: Harvey Sanderson
Control Room Supervisor: Walter L. Stoner
Transmitter Supervisor: James Kelley
Musical Director: Raymond Gantter
Chief Engineer: A. R. Marcy

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: Dr. W. O. Hotchkiss
Promotion Manager: W. J. Williams
Sales Manager: W. C. Stoker
Program Director: A. O. Niles
Chief Announcer: R. Schmelzer
Chief Engineer: H. Harris

WTRY
TROY—EST. 1940
BLUE NETWORK
Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: Troy Broadcasting Co., Inc.
Address: 92 Fourth St.
Phone Numbers: Troy 2100; Albany 4-2500
Transmitter Location: Boght Corners
Time on the Air: 6:45 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: World Broadcasting System: Lang-Worth; Standard
Representative: Paul H. Raymer Co.

Personnel
President: Col. H. C. Wilder
Station Manager: William A. Riple
Assistant Manager: Woodbury Carter
Program Director: E. W. Rossell
Publicity Director: Edward Walker
Musical Director and Chief Announcer: E. Rossell
Chief Engineer: W. Whitman
Record MC: Don Jarvis

FOR QUALITY AP!
Cited for . . .

SUPER PUBLIC SERVICE

The William B. Lewis Award of 1942
and
The Billboard Citation of 1943
speak for themselves

However, the 1944 World Series promotion was something phenomenal as far as the 400,000 listeners in the Utica-Rome, N.Y., area were concerned. It was these folks who asked us to broadcast the World Series; they knew that if WIBX failed them, they would not hear the series (no other station carrying the series being audible in the territory). So through the co-operation of the late Judge Kenesaw Mountain Landis, the Gillette Safety Razor Company and their agency, Maxon, Inc. (as well as the CBS Network and P. & G. and Standard Brands in relinquishing their time), the World Series of 1944 was heard in all its glory over WIBX. Thousands of letters, cards and messages came from far and near.

Yes, things like these do make WIBX your super public service station in the Mohawk Valley.

CBS
WIBX 1230 KC

"The Voice of the Mohawk Valley"

UTICA, NEW YORK
**NEW YORK**

**WIBX**
UTICA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc., Power: 250 Watts
Owned-Operated By............... WIBX, Inc.
Address .................. First National Bank Bldg.
Phone Number ................. 2-2101
Transmitter Location ....... Schuyler St., Marcy, N. Y.
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays, 7:45 a.m. to 12:05 a.m.
News Service ................ INS & UP
Transcription Service ..... World Broadcasting System
New York Sales Office ...... 551 Fifth Ave.; Helen Wood, Commercial Manager
Representatives ............. Virgil Reiter & Co. (Chicago); Walter Biddick Co. (West Coast); Bertha Bannan (Boston)

**Personnel**
President-Treasurer ............... Margaret Bowen
Assistant Treasurer ............... Gladys Moore
Executive Vice-President ...... Elliott Stewart
National Sales-Merchandising Manager ............... N. W. Cook
Program Director ................ Elliott Stewart
Production Manager .............. Michael Carlo
Publicity Director ............... N. W. Cook
Musical Director ................. Walter Griswold
Chief Engineer ................... J. T. Dowdell

**WATN**
WATERTOWN—EST. 1941
MUTUAL BROADCASTING SYSTEM ASSOCIATED
Frequency: 1240 Kc., Power: 250 Watts
Owned-Operated By ................. Watertown Broadcasting Corporation
Business Address ................ Woolworth Bldg.
Phone Numbers: ................. Studios 2424: Commercial Office, 975
Studio Address ............ 118 Washington St.
Transmitter Location ......... 1 18 Washington St.
Time on the Air: 7 a.m. to 12:15 p.m.; daily; 8 a.m. to 12:15 a.m. Sunday
News Service ..................... AP
Transcription Service ......... Standard Radio
Representatives ............... Sears & Ayers

**WFAS**
WHITE PLAINS—EST. 1932
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc., Power: 250 Watts
Owned-Operated By ............... Westchester Broadcasting Corp.

**A Class Station in**
**A Class Market**
Listener acceptance outstripping leading metropolitan independents in this area by as much as 5 to 1*.
Advertiser acceptance: 1944 sales 58% ahead of 1943!
Reasons: A quality-music policy for more than 10 years . . . plus comprehensive World and local news . . . plus active cooperation in the community's civic life.

**WFAS in Westchester**
Roger Smith Hotel
White Plains

Represented by
HEADLEY-REED COMPANY
Chrysler Building
New York

*Crossley listening study on request
NEW YORK

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 .......... Harold Levy
Program-Musical Director .... Ran Kaler
Chief Engineer ............... F. A. Seitz

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 ...... Lang-Worth, BMI

Personnel

President and General
Manager ..................... William H. Reuman
Asst. General Manager ...... Edith Dick
Program Director .......... Bob Mann
Man. Foreign Lang. Pro .... Lou Cole
Chief Announcer .......... Lou Cole
Chief Engineer ............ Joseph Franz, Jr.

WWRL
NEW YORK

LOW COST PROGRAMMING
THAT SELLS IN
NEW YORK'S HIGH COST MARKET
1600 KC
FULL TIME
WISE
ASHEVILLE—EST. 1939
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING CO.
DANIEL BOONE NETWORK

Frequency: 1230 Kc........Power: 250 Watts
Owned By................Radio Station WISE, Inc.
Address........Langren Hotel
Phone Number............1213
Transmitter Location.....Langren Hotel
Time on the Air: 6:30 a.m. to 1 a.m.; Sundays,
8 a.m. to 1 a.m.

News Service................INS
Transcription Service........Standard Radio
National Representative.......Burn-Smith Co.: Harry E. Cummings

Personnel
President-Station Manager......Harold Thom
Commercial Manager..........., Ken Beachboard
Promotion Manager..............Charles A. Bachman
Program Director.................Floyd Bowers
Chief Engineer....................Madeline Hollerith

WAYS
CHARLOTTE—EST. 1942
THE BLU NETWORK
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc........Power: 1000 Watts
Owned-Operated By........Inter-City Advertising Co.
Address..................120 E. Third St.
Phone Numbers.............37173 (office)
Transmitter Location......Oakdale
Time on the Air...........6 a.m. to 1 a.m.
News Service................INS & AP
Transcription Service......Lang-Worth; Standard Radio
Representative................Weed & Company

Personnel
President......................George W. Dowdy
Station Manager..............Walter H. Goan
Chief Engineer................John C. Price
Program Director..............W. H. Porcher, Jr.
Transcription Service ................ Lang-Worth
Representative .................... Radio Sales, Inc.

Personnel

President ..................... Wm. S. Paley
Station Manager ................ A. D. Willard, Jr.
Sales Manager .................... Royal E. Penny
Sales Promotion and Press Information
Manager ....................... William F. Carley
News Editor ..................... Jack Knell
Farm Editor ...................... Grady Cole
Program Director ................. C. H. Crutchfield
Office Mgr.-Auditor .............. E. J. DeGray
Production Manager ............. Larry Walker
Acting Chief Engineer ........... M. J. Minor

WSOC
CHARLOTTE—EST. 1928
NATIONAL BROADCASTING CO.
Frequency: 1240 Kc. ... Power: 250 Watts
Owned-Operated By . Radio Station WSOC, Inc.
Address ..................... 1925 N. Tryon Street
Phone Number ................. 7138
Transmitter Location ........ 1925 N. Tryon Street
Time on the Air: 6:30 a.m. to 12 midnight;
Sundays, 8 a.m. to 12 midnight
News Service .................... AP
Transcription Service ............ NBC Thesaurus;
Standard Radio
Representative ................ Headley-Reed Company

Personnel

President ..................... E. J. Gluck
Commercial Manager .......... W. C. Irwin
Program Director ................. Ronald G. Jenkins
Chief Engineer ................... L. L. Caudle

WEGO
CONCORD—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1410 Kc. ... Power: 1000 Watts
Owned-Operated By . Wayne Nelson
Business Address ............... Concord
Phone Number ................... 2271
Transmitter Location . Highway 29A, 1½ miles
west of Concord
Time on the Air ................. Daytime license
News Service ..................... UP & AP
Keystone

Owner ......................... Wayne Nelson

WDNC
DURHAM—EST. 1928
COLUMBIA BROADCASTING SYSTEM
TAR HEEL NETWORK
Frequency: 1490 Kc. ... Power: 250 Watts
Owned-Operated By . The Durham Radio
Corporation

Address ..................... 138 Chapel Hill Street
Phone Numbers ................. R-155, R-156
Transmitter Location .......... Forest Hills,
Near Durham
Time on the Air ................. 6:30 a.m. to 12 midnight
Newspaper Affiliation ....... Herald-Sun Papers
News Service .................... UP
Transcription Service .......... C. P. MacGregor
Representative ................. Howard H. Wilson Company

WCNC
ELIZABETH CITY—EST. 1939
FAYETTEVILLE—EST. 1940
TOBACCO NETWORK

Personnel

President ..................... T. W. Aydlett
Station Manager ................ J. E. Aydlett
Commercial Manager .......... Martha S. Seymour
Program Director ............... Elizabeth Blair
Chief Engineer ................... Joseph J. Benonis

WFNC
STATION MANAGER-CHIEF ANNOUNCER

536
WGNC
GASTONIA—EST. 1939
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: F. C. Todd
Address: National Bank of Commerce Bldg.
Phone Number: 732
Transmitter Location: Dallas Road, Gastonia
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
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.

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 Theaurus
Representative: George P. Hollingbery Co.

Personnel
Station and Commercial Manager: Edney Ridge
Program Director: Inez Connelly
Publicity Director: Madge Banks
Production Manager-Chief: Wally Williams
News Editor: Margaret Leonard
Musical Director: Margaret Banks
Chief Engineer: Earl Allison

"The PRESTIGE STATION of the CAROLINAS"
famed for Showmanship

COLUMBIA AFFILIATE

**WGBG**

**GREENSBORO—EST. 1942**

BLUE NETWORK

NORTH STATE NETWORK

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

Transcription Service: Lang-Worth

National Representative: Burn-Smith Co.

**Personnel**

President: Ralph M. Lambeth

Acting Assistant Manager: J. Robert Marlowe

Commercial Manager: L. O. Hutchins

Sales Promotion and Publicity Manager: J. R. Marlowe

Chief Announcer: Victor Smith

Program-Production Manager: Stan Conrad

Chief Engineer: Joseph Warlick

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**WGTG**

**GREENVILLE—EST. 1940**

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1490 Kc.  Power: 250 Watts

Owned-Operated By: Greenville Broadcasting Company

Address: Falkland Highway, P. O. Box 898

Phone Number: 3182

Transmitter Location: Falkland Highway

Time on the Air: 15 hours Sundays; 16½ hours daily

News Service: UP

Transcription Services: Lang-Worth & World

**Personnel**

President: Julian J. White

Station and Sales Promotion Manager: Margaret J. Laughinghouse

Publicity Director: Richard Stokes, III

Program Director: Margaret Richardson

Chief Announcer: Charles Whedbee

Chief Engineer: Hank Tribley

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**WGBR**

**GOLDSBORO—EST. 1939**

MUTUAL BROADCASTING SYSTEM

TOBACCO NETWORK

Frequency: 1400 Kc.  Power: 250 Watts

Owned-Operated By: Eastern Carolina Broadcasting Corp.

Business Address: P. O. Box 1024

Phone Number: 1550

Studio Address: Borden Bldg.

Transmitter Location: Goldsboro-Raleigh Highway

Time on the Air: 6 a.m. to 1:05 p.m. daily; 8 a.m. to 11:05 p.m. Sunday

News Service: UP, AP

Transcription Service: World

Representative: The Walker Co.

**Personnel**

President: A. T. Hawkins

General Manager: Harry G. Bright

Sales Manager: Leland B. Nelson

Program Director: John Gay Britt

Publicity Director: Grace Carroll

Chief Announcer: Hal Grant

Chief Engineer: Daniel B. Trueblood

Office Manager: V. H. Hooks

Musical Director: Margaret Long

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**WGBR in Goldsboro**

Is Eastern Carolina's Number One Station Serving Eastern Carolina's Number One Market.

Affiliated with

Mutual Broadcasting System

The Tobacco Network

Represented by The Walker Co.

**WGBR**

Harry G. Bright, Gen. Mgr.

GOLDSBORO  NORTH CAROLINA
WHKY
HICKORY—EST. 1939
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1280 Kc. Power: 5000 d. 1000 n.
Owned-Operated By The Catawba Valley
Broadcasting Co., Inc.
Address Radio Bldg.
Phone Number 1185-6
Transmitter Location 2½ miles SE of Hickory
Time on the Air 6:30 a.m. to 12 midnight
News Service UP
Transcription Service World
Representative Howard H. Wilson

Personnel
President Carl V. Cline
Station Manager Edmund S. Long
Program Director-Chief Bing Bennett
Chief Engineer E. S. Long

WMFR
HIGH POINT—EST. 1935
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
NORTHSTATE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Radio Sta. WMFR, Inc.
Address 156½ S. Main St.
Phone Number 4593
Transmitter Location 156½ S. Main St.
Time on the Air 6 a.m. to 12 midnight
News Service UP
National Representative Burn-Smith Co.

Personnel
President James M. Lambeth
Station Manager Helen M. Lambeth
Commercial Manager Pat Taylor
Program Director Gary Davis
Chief Engineer Robert P. Boyd

WFTC
KINSTON—EST. 1936
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By Jonas Weiland
Address 210 East King St.
Phone Number 4111
Transmitter Location Kinston, N. C.
Time on the Air 6:45 a.m. to 11 p.m., Monday
through Friday and Sunday; 6:45 a.m. to 1
a.m. on Saturday
Representative Burn-Smith Company

Personnel
President Jonas Weiland
Sales Manager Lester L. Gould
Program Director Louis Brooks
Chief Engineer David Hardison

WHNC
HENDERSON, N. C.
Frequency: 890 Kc. Power: 250 Watts
Owned By Henderson Radio Corp.
Officials: S. S. Stevenson and Nathan Frank

* Construction Permit.

FOR QUALITY AP!
### WHIT
**NEW BERN—EST. 1942**
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: 7 a.m. to 12 midnight; week- days: 8 a.m. to 12 midnight Sunday
News Service: UP
Transcription Service: Lang-Worth,
NBC Thesaurus

**Personnel**
President-Station Manager: Louis N. Howard
Sales Promotion Manager: Paul Parker
Program-Production Director: Ed. W. Burwell
Publicity Director: Ellen Hancock
Assistant Traffic Manager: Martha Bullock
Chief Engineer: Glen Neuville

### WPTF
**RALEIGH—EST. 1924**
NATIONAL BROADCASTING COMPANY
Frequency: 680 Kc. Power: 50000 Watts
Owned-Operated By: WPTF Radio Co.
Address: Insurance Bldg.
Phone Numbers: 8311-12-13
Transmitter Location: Cary, N. C.
Time on the Air: 6 a.m. to 1 a.m. News Service: AP; UP
Transcription Services: NBC Thesaurus, World Representative: Free & Peters

**Personnel**
President and Treasurer: J. R. Weatherspoon
Station Manager: Richard P. Mason
Sales Manager: Ollie L. Carpenter
Program Director: Garrett W. Morrison
Publicity Director: Fay E. Biggs
Chief Engineer: Henry Hulick, Jr.

### 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: AP
Transcription Service: Lang-Worth Representative: Weed & Co.

**Personnel**
President: A. J. Fletcher
Sales Promotion Manager: Steve Woodson
Commercial Manager: C. D. Moore
Program Director: Ray Reeve
Chief Engineer: Stanley Brown

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**NORTH CAROLINA IS THE SOUTH’S No.1 STATE**

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**NORTH CAROLINA**

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**IN INDUSTRY**

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**NORTH CAROLINA**

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**IN AGRICULTURE**

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**WPTF**
(CARRYING N. B. C. WITH 50,000 WATTS AT 680 KC)

**IS NORTH CAROLINA’S No.1 SALESMAN**

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**WPTF • RALEIGH**

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540
In Eastern North Carolina it's

WRRF

1000 Watts
Washington
930 Kilocycles
North Carolina

COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET

In the center of the bright leaf tobacco belt... one of America's richest agricultural areas... WRRF offers the advertiser exceptional profit opportunities for his advertising dollar RIGHT NOW.

WRRF is THE regional station... with national programming... in a trade territory of over 600,000 population, with 67,144 radio homes satisfactorily reached by no other station. Here are 6,188 retail outlets with an annual volume of over $100,000,000.00.

WRRF carries the cream of the Blue Network's programs, assuring a large listener audience. Get YOUR SHARE from this most fertile field now, through consistent advertising on WRRF. Write us today for our new informative folder.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina

National Radio Representatives FORJOE & CO. New York • Chicago • Philadelphia
**NORTH CAROLINA**

**WEED**
ROCKY MOUNT—EST. 1933
BLUE NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: W. Avera Wynne
Business Address: Box 391
Phone Number: Rock Mt. 1420
Studio Address: Nashville Highway
Transmitter Location: Nashville Highway
Time on the Air: 7 a.m. to 11 p.m.
News Service: AP

**Personnel**
Owner-Manager: W. Avera Wynne
Sales Manager: Ray Bandy
Chief Engineer: W. W. Frimm

**WSTP**
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
Studio Address: Yadkin Hotel, Salisbury; Swanee Theatre Bldg., Kannapolis, N. C.
Transmitter Location: Statesville Highway
Time on the Air: 7 a.m. to 12 midnight
News Service: AP
Representative: Burn-Smith Co.

**Personnel**
Manager: W. J. Murphy
Assistant Manager: W. C. Mitcham
Program-Production Director: Russell McIntire
Chief Engineer: Carl Watson

**WGTM**
WILSON—EST. 1937
MUTUAL BROADCASTING SYSTEM
TOBACCO NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by: Penn Thomas Watson
Address: Wilson
Phone Numbers: 2188, 2189
Transmitter Location: Wilson
Time on the Air: 6 a.m. to 12:05 a.m.
News Service: UP
Transcription Service: Lang-Worth & World
Representative: Burn-Smith Co.

**Personnel**
Owner: P. T. Watson
Station Manager: Allen Wannamaker
Commercial Manager: Robert B. Brunson
Chief Engineer: Warren Wooten

**WMFD**
WILMINGTON—EST. 1935
BLUE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned by: WMFD
Operated by: Richard Austin Dunlea
Business Address: P. O. Box 696
Phone Number: Dial 4840
Studio Address: Castle Hayne Road, Forest Hills
Transmitter Location: Castle Hayne Road
Time on the Air: 7:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: BMI
Representative: Burn-Smith Company

**Personnel**
Owner: R. A. Dunlea
Commercial Manager: Cloud O'Shields
Chief Engineer: E. I. Herring

**WAIR**
WINSTON-SALEM—EST. 1937
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: WAIR Broadcasting Co.
Address: Pepper Bldg.
Phone Number: 2-1133
Transmitter Location: Reynolda, N. C.
Time on the Air: 8 a.m. to midnight
News Service: AP
Transcription Service: World Broadcasting System

**Personnel**
Station Manager: George D. Walker
Commercial Manager: C. G. Hill
Sales Promotion Manager: Ruth Pitts
Program Director: Doris Pardington
Chief Engineer: Lee King
Record MC: Larry Patrick

**WSJS**
WINSTON-SALEM—EST. 1930
NATIONAL BROADCASTING CO.
Frequency: 630 Kc. Power 5000 Watts
Owned-Operated By: Piedmont Publishing Co.
Address: 419-421 N. Spruce St.
Phone Number: 4141
Transmitter Location: RDF No. 1
Time on the Air: 6 a.m. to 12:30 a.m.
Newspaper Affiliation: Winston-Salem Journal; Twin City Sentinel
News Service: UP
Transcription Service: Associated Music
Representative: Headley-Reed Co.

**Personnel**
President: Gordon Gray
Managing Director: Harold Essex
Sales Manager: Harry B. Shaw
Chief Engineer: Phil Hedrick
K FY 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: P. J. Meyer
Manager and Commercial Sales: F. E. Fitsimonds
Program Director-Chief Announcer: Cal Culver
Musical Director: Curt Dirlam
Production Manager: 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: 6:30 a.m. to 10:30 p.m.
News Service: UP
Transcription Service: World Broadcasting

Personnel
President and General Manager: Bert Wick
Chief Engineer: Richard Moritz

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: Four miles west of Fargo
Time on the Air: 6 a.m. to 12 midnight; Sunday, 7 a.m. to midnight
Newspaper Affiliation: Fargo Forum
News Service: UP & AP
Transcription Service: NBC Thesaurus
Representative: Free & Peters

Personnel
President: E. C. Reineke
Station Manager: Jack Dunn
Sales Manager: Tom Barnes
Program Director: Dick Hall
Chief Announcer: Ken Kennedy
War Program Director: Howard Nelson
Production Manager: David Henley
Sales Promotion-Publicity: Mildred Gregerson
Musical Director: Dick Hall
Chief Engineer: Julius Heiland

K F J M
GRAND FORKS—EST. 1923
COLUMBIA BROADCASTING SYSTEM
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: University of North Dakota
Address: Woodworth Hall, University Campus
Phone Number: 2800
Transmitter Location: University Campus
Time on the Air: 3 p.m. to 5 p.m. daily

Personnel
President: John C. West
Business Manager: I. W. Wilkerson
Program Director: Charles E. Gustafon
Chief Engineer: Elwin J. O'Brien
(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: First National Bank Building
Phone Number: 1200
Transmitter Location: University of North Dakota
Campus
Time on the Air: 6:30 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service: UP
Transcription Service: Lang-Worth
Representative: Headley-Reed Co.

Personnel
Owner-Station Manager: Dalton LeMasurier
Commercial Manager: Elmer Hanson
Chief Engineer: Arnold Petrich

K S J B
JAMESTOWN—EST. 1937
COLUMBIA BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
NORTH DAKOTA

Frequency: 600 Kc....Power: 250 Watts Day, 100 Watts Night
Owned-Operated By...Jamestown Broadcasting Company, Inc.
Business Address.......Midland Building
Phone Numbers ..........100; 358
Transmitter Location...1201 First Avenue South
Time on the Air........7:30 a.m. to 11 p.m.
News Service..........AP & UP
Representative........North Central Broadcasting System

Personnel
President...............L. J. McNeil
Station Manager & Sales.....Lloyd R. Amoo
Sales Promotion........Betty Henry
Program Director..........Florence Putnam
Publicity Director.......Betty Henry
Chief Engineer...........Lloyd R. Amoo

KGCU
MANDAN—EST. 1925
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1270 Kc....Power: 250 Watts
Owned-Operated By...Mandan Radio Association, Inc.
Business Address.......Mandan
Phone Numbers ..........631; 257
Transmitter Location...South East of Mandan
Time on the Air.........6:30 a.m. to 11 p.m.
Representative........North Central Broadcasting System

Personnel
President...............W. S. Russell
Station Manager.........M. J. Reichert
Program Director........Merritt Bushee
Chief Engineer..........LeRoy Gunderson

KLPM
MINOT—EST. 1929
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1390 Kc....Power: 1000 Watts
Owned-Operated By......John B. Cooley
Business Address.......Fair Block, Minot
Phone Number .........1267
Studio Address .........Fair Block, Minot
Transmitter Location...Three miles southeast of Minot
Time on the Air.........6:30 a.m. to 10:30 p.m.
News Service ..........UP
Transcription Service...World Broadcasting System
Representative.........The Walker Company

Personnel
President..............John B. Cooley
Station Manager-Chief Engineer..C. W. Baker
Commercial Manager......E. H. Cooley
Program Director and Chief Announcer....Jack Heiling
Chief Engineer..........C. W. Baker

KOVC
VALLEY CITY—EST. 1936
KEYSTONE BROADCASTING SYSTEM
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
Frequency: 1490 Kc....Power: 250 Watts
Owned-Operated By...KOVC, Inc.
Operated By...........Robert E. Ingstad
Address ..............312 Fifth Ave.
Phone Number ..........408
Transmitter Location..312 Fifth Ave.
Time on the Air........7:30 a.m. to 10:30 p.m.

Personnel
President & Owner........Robert E. Ingstad
Transcription Service.....Keystone
General and Commercial Manager........Robert E. Ingstad
Sales Promotion-Program Director........George L. Brooks
Director of War Programs.....Bob Ingstad
Chief Engineer..........Charles Sjostrom

FOR QUALITY
AP!
WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS * DAY & NIGHT

WEED & CO.
National Representatives
For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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: 6:30 a.m. to 1 a.m.
News Service: UP & Trans.
Transcription Service: Standard Radio & Lang-Worth
Representative: Geo. P. Hollingbery Co.

Personnel
President-Station Manager: Allen T. Simmons
Commercial-Sales Promotion Manager: R. B. Wilson
Program Director-Chief Announcer: H. H. Hageman
Publicity Director: Robert Wass
Production Manager: C. R. Jolliff
Chief Engineer: Larry Hennigan
Record MC: J. J. Rattay

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
News Service: AP
Transcription Service: World
Representative: Radio Advertising Co.

Personnel
Chief Executive: H. K. Carpenter
General Manager: H. K. Carpenter
Station Manager: R. W. Richmond
Sales Manager: J. A. Harrington
Program Director: Lew Henry
Chief Engineer: James Hill

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 St., Painesville, Ohio
Transmitter Location: Jefferson Road, RFD
Time on the Air: Local sunrise to sunset
News Service: UP
Transcription Service: World
Representative: The Walker Co.

Personnel
President: C. A. Rowley
Manager: R. B. Rowley
Commercial Manager: Donald Fassett
Sales Promotion Manager: A. B. Newkirk
Program Director: W. W. Walrath
Publicity Director: Al Newkirk
Musical Director: Mary Pavolino
Chief Engineer: Homer Johnson

WHBC
CANTON—EST. 1926
MUTUAL BROADCASTING SYSTEM
Frequency: 1480 Kc. Power: 1000 Watts
Owned By: Brush-Moore Newspapers, Inc.
Operated By: The Ohio Broadcasting Company
Address: 550 Market Avenue, South
Phone Number: 7-166
Transmitter Location...Lakeside and 22nd Street, N. W.
Time on the Air...7 a.m. to 12 midnight; Sundays, 9 a.m. to 12 midnight
Newspaper Affiliation...Brush-Moore Newspapers, Inc.
News Service...AP & UP
Transcription Service...World
Representative...Burn-Smith Co., Inc.

Personnel
President...Louis H. Brush
General Manager...Felix Hinkle
Commercial-Sales Promotion Manager...Robert C. Fehlman
Director of War Programs...Elizabeth Weeks
Publicity Director...Robert C. Fehlman
Program Director...Leonard Taylor
Musical Director...Martin Alexander
Chief Engineer...Homer A. Ray
Technical Director...Kenneth Sliker

W C K Y
CINCINNATI—EST. 1929
COLUMBIA BROADCASTING SYSTEM
Frequency: 1530 Kc....Power: 50000 Watts

Owned-Operated By...L. B. Wilson, Inc.
Address...Hotel Gibson, 5th & Walnut Streets
Phone Number...Cherry 6565
Transmitter Location...near Crescent Springs, Ky.
Time on the Air...5 a.m. to 1 a.m.; Sundays 7 a.m. to 1 a.m.
News Service...AP; UP
Transcription Service...Standard Radio; Lang-Worth
Representative...Free & Peters

Personnel
President and General Manager...L. B. Wilson
Station and Commercial Mgr...Fred A. Palmer
Promotion Manager...Wells Bruen
Program-Production Director...Robert M. Fleming
Director of War Programs...Jeanette Fuller
Musical Director...Charles Mauthe
Publicity Director...Charles F. McGrath
Studio Supervisor...Arthur D. Gillette
Transmitter Supervision...Harvey B. Glatstein

640 K.C.
1000 WATTS
UNITED BROADCASTING CO.
Operators of WHK, Cleveland; WHKK, Akron; WHKC, Columbus

Represented by RADIO ADVERTISING COMPANY
### OHIO

#### WCPO
CINCINNATI—EST. 1922

- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Scripps-Howard
- **Address:** 3800 Carew Tower Bldg.
- **Phone Number:** Main 3314
- **Transmitter Location:** Daylight Building, 623 East 6th St.
- **Time on the Air:**
  - Wednesdays, 6 a.m. to 12:15 a.m.; Saturdays, 6 a.m. to 12:15 a.m.; Sundays, 7:15 a.m. to 12:15 p.m.
- **Newspaper Affiliation:** The Cincinnati Post; Scripps-Howard Newspapers
- **Transcription Service:** Latham, Associated Music Publishers
- **Personnel**
  - **President:** Jack Howard
  - **V. P. & Gen. Mgr.:** M. C. Watters
  - **Commercial Manager:** Evelyn C. Eppinger
  - **Sales Promotion Manager:** Evelyn C. Eppinger
  - **Production Manager:** Fred P. Pfahler
  - **Chief Announcer:** Glen Clark Miller
  - **Publicity Director:** Alys V. Kestle
  - **Musical Director:** Eugene T. Hectot
  - **Chief Engineer:** Roger Wetz

#### WKRC
CINCINNATI—EST. 1923

- **Mutual Broadcasting System**
- **Frequency:** 550 Kc
- **Power:** 5000 d.; 1000 n.
- **Owned-Operated By:** The Cincinnati Times-Star Co.
- **Address:** Hotel Alms
- **Phone Number:** Woodburn 0550
- **Transmitter Location:** Hotel Alms
- **Time on the Air:** 5:30 a.m. to 1 a.m.; Sundays, 8 a.m. to 1 a.m.
- **Newspaper Affiliation:** The Cincinnati Times-Star
- **News Service:** AP, UP
- **Transcription Service:** Lang-Worth, Standard
- **Representative:** The Katz Agency

#### Personnel
- **President:** Hulbert Taft, Sr.
- **General Manager:** U. A. Latham
- **Sales Manager:** Nelson King
- **Program Director:** Jewell W. Stovall
- **Production Manager:** Syd Cornell
- **Publicity Director:** Jeanne Roberts
- **Musical Director:** Gladys Lee
- **Chief Engineer:** George Wilson

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**More Quarter Hours are sold to national and local sponsors on WKRC than on any other network station in Cincinnati**

348
W L W
CINCINNATI—EST. 1922
NATIONAL BROADCASTING CO.
Frequency: 700 Kc.....Power: 50000 Watts
Owned-Operated By..The Crosley Corporation
Address.................Crosley Square
Phone Number...........Cherry 1822
Transmitter Location...Mason, Ohio
Time on the Air.......24 hours daily
News Service..........AP; INS; UP; Reuters
Transcription Service...World Broadcasting System; NBC Thesaurus
Address................630 Filth Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago
Representative........Spot Sales, Inc. (West Coast)

Personnel
President ...............Powel Crosley, Jr.
Vice-President in Charge of Broadcasting........James D. Shouse
Manager ................R. E. Dunville
Sales Manager ..........Harry Mason Smith
Sales Manager, N. Y. Office...Warren Jennings
Sales Manager, Chicago Office...George Clark
Dir. of Promotional Activities..Marshall N. Terry
Merchandising Manager.....Arthur Griffes
Director of War Programs....Katherine Fox
Program Director .....Howard Chamberlain
Production Manager........Richard Hubbell
Publicity Director ..........William L. Barlow
Musical Director .........Milton Weiner
Chief Engineer ............R. J. Rockwell

WSAI
CINCINNATI—EST. 1928
BLUE NETWORK
Frequency: 1360 Kc......Power: 5000 Watts
Owned-Operated By.......Marshall Field
Address................104 West 9th St
Phone Number ...........Cherry 1822
Studio ..................9th & Elm Sts.
Transmitter Location.....Near Mt. Healthy, Ohio
Time on the Air.......Unlimited License
News Service..........AP & UP
Transcription Service...World Broadcasting System; NBC Thesaurus
Representative........Paul H. Raymer Co.

Personnel
President ...............Marshall Field
Station Manager ...........Walter A. Callahan
Sales Manager ..........Mary Scott Welsh
Program Director .........James Leonard
Director of War Programs...Kit Fox
Production Manager .......William Augenbaugh
Publicity Director ........Mary Scott Welch

FOR QUALITY
AP!
YUSIF... THE CAMELS' CHOICE!

In Bagdad-on-the-Cuyahoga, which is also called Cleveland, one Yusif ibn Usif presided over a filling station for camels. He had fresh, sparkling well water, the delight of dry dromedaries. Yet the camel trains disdainfully passed him by. And he eke out a miserable existence, one eke at a time.

On the caravan road, beyond the city gates, he placed an inscription which said, "Stop at Yusif's place. Good drink for man and beast." And another scroll at his station praised the celestial cleanliness of his rest rooms. But, though he also purveyed exotic viands, such as hamburgers, nothing availed.

Simply because it sells like crazy, 

WHK

is

"Retailers' Choice in Cleveland"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of

WHK, Cleveland — WHKK, Akron

WHKC, Columbus
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......World Broadcasting System & Lang-Worth
Representative...........Edward Petry & Co., Inc.

Personnel
President....................George A. Richards
Vice President-General Manager...John F. Patt
Assistant Manager............Carl E. Moore
Commercial Manager..........Harry Camp
Sales Promotion Manager....Clyde Vortman
Director of Operations......Carl George
Program Director...............David Baylor
Publicity Director...........Manuel Eisner
Production Manager-Chief...
Announcer....................Wayne Mack
Musical Director and Artists Bureau
Head .........................Walberg Brown
Chief Engineer...............R. Morris Pierce

WHK
CLEVELAND—EST. 1921
MUTUAL BROADCASTING SYSTEM
Frequency: 1420 Kc..Power: 5000 Watts
 Owned-Operated By...United Broadcasting Co.
Address .....................1311 Terminal Tower
Phone Number ................Prospect 5800
Transmitter Location..Seven Hills Village
Time on the Air: 6:45 a.m. to 1 a.m.; (126 1/4 hours weekly)
Newspaper Affiliation.......Cleveland Plain Dealer
News Service ..................AP
Transcription Service...Lang-Worth, Associated, BMI
Representative..............Paul H. Raymer Co.

Personnel
President ....................Sterling E. Graham
Vice-President ...............H. K. Carpenter
Sales Manager ................J. B. Maurer
Program Director ............C. M. Hunter
Merchandising Manager.....Sue Cornelius
Chief Announcer...............George Todd
Publicity Director...........Saul Glantz
News Editor ..................Arthur O. Beamer
Musical Director...............Willard Pott
Chief Engineer................Ralph DeLany

FOR QUALITY AP!
...billion area!

Where thousands go "to see" — millions LISTEN free!
And they bring along a BILLION DOLLARS spending money!

Population: two million
Radio Homes: a half million
Retail Sales: a billion
This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!
WJW
CLEVELAND—EST. 1943
BLUE NETWORK
Frequency: 850 Kc. Power: 5000 Watts
Owned-Operated By: WJW, Inc.
Address: WJW Building, Playhouse Square
Phone Number: Superior 0101
Transmitter Location: North Royalton, Ohio
Time on the Air: Full time
News Service: UP
Transcription Service: Standard
Representative: Headley-Reed Co.

Personnel
President and General Manager: William M. O'Neil
National Sales Director: Harold W. Waddell
Sales Promotion and Merchandising Manager: Ben Stiller
Program Director: Edward N. Polen
Production Manager: Arden Gifford
Publicity Director: Earl Harper
Musical Director: Donald Kayler
Chief Engineer: Gerald G. Roberts

WTAM
CLEVELAND—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 1100 Kc. Power: 5000 Watts
Owned-Operated By: National Broadcasting Co.
Business Address: 815 Superior Ave., N.E.
Phone Number: Cherry 0942
Transmitter Location: Brecksville, Ohio
Time on the Air: 5 a.m. to 1 a.m.; Sundays 6 a.m. to 1 a.m.
News Service: NBC Thesaurus: UP; AP
Transcription Service: NBC National Spot Sales

WHK
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.
Newspaper Affiliation: Cleveland Plain Dealer
News Service: UP
Transcription Service: Lang Worth
Representative: Radio Advertising Corp.

Personnel
President: Sterling Graham
General Manager: Carl M. Everson
Commercial and Sales Promotion Manager: Harry H. Hoessly

WCOL
COLUMBUS—EST. 1934
BLUE NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: The Pixleys
Business Address: 33 North High St.
Phone Number: Main 4581
Transmitter Location: 33 North High St.
Time on the Air: 24 hours daily
8 a.m. to 1 a.m.
News Service: INS & AP
Transcription Service: World; Long-Worth
Representative: Weed & Company

Personnel
Owner: L. A. Pixley
Station-Commercial Manager: Jack Kelly
Program Director: Howard Donahoe
Production Manager: Al Albinger
Publicity: Jim Renick
Chief Engineer: Leo DeConnick

WBNS
COLUMBUS—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: WBNS, Incorporated
Address: 33 North High Street
Phone Number: Adams 9285
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
Representative: John Blair & Company

Personnel
President: Robert H. Wolfe
Station Manager: Edgar T. Wolfe
Sales and Commercial Manager: W. L. Orr
Sales Promotion Manager: Jerome T. Reeves
Program Director: Geer Parkinson
Production Manager: Tom DeVore
Chief Announcer: Irwin A. Johnson
Musical Director: Geer Parkinson
Publicity Director: Jerome R. Reeves
Chief Engineer: Lester H. Natzger
OHIO

Program Director-Production
Manager..........................John Moses
Publicity Director..................Ruth Chiappa
Chief Announcer..............Bernard J. Sweeney
Artists Bureau Head-Musical
Director.........................Abram Ruvinsky
Chief Engineer..................J. E. Anderson
Record MC........................Don Bachman

Personnel
President.........................Howard L. Bevis
Station Director...............R. C. Higgy
Program Director..............William H. Ewing
Production Manager...........Edgar Sprague
Publicity Director.............H. K. Schellenger
Chief Announcer................Edgar A. Sprague
Musical Director...............Ann Charles
Chief Operator...............C. H. Boehnker
(Non-Commercial Station)

WOSU
COLUMBUS—EST. 1921

Frequency: 820 Kc........Power: 5000 Watts
Owned-Operated By........Ohio State University
Business Address...............Columbus
Phone Numbers: University 3148; Extension 711
Studio Address................Campus
Transmitter Location: University Golf Course,
3 miles northwest of Columbus
Time on the Air................Limited time,
to sunset at Dallas, Texas
News Service......................UP
Transcription Service...........Lang-Worth

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 2261
Transmitter Location........Hempstead Road (R.R. No. 2—Box 292 A, Dayton, Ohio)
Time on the Air.............18½ hours daily
Newspaper Affiliations: Dayton Daily News;

DAYTON OHIO

It's there

And You Can Reach It Now!!

WHIO

FOR COMPLETE FULL TIME COVERAGE

G.P. HOLLINGBERY COMPANY
Representatives

HARRY E. CUMMINGS
Southeastern Representative
Springfield (O.) News and Sun; Atlanta Journal; Miami Daily News
News Service .................. UP, INS, Reuters & AP
Transcription Service .......... Standard Radio & World Representative
George P. Hollingbery Co.
Reps. for South, Harry Cummings, Jacksonville, Fla.

Personnel
President .................. James M. Cox, Jr.
General Manager ............. Robert Moody
Sales Manager ................. Arthur H. Tomsett
Sales Promotion Manager ... Garland V. Baldwin
Program Manager .............. Lester G. Spencer
Production Director .......... Don Wayne
Musical Director .............. Henry Lange
Chief Announcer ............... Sigel A. Roush
Chief Engineer ............... Ernest L. Adams

WING
DAYTON—EST. 1939
BLUE NETWORK
Frequency: 1410 Kc.  Power: 5000 Watts
Owned-Operated By ... Great Trails Broadcasting Corporation
Address .................. 121 North Main Street
Phone Number ............. 3288-69-60
Transmitter Location .......... Shaker Road
Time on the Air ........... 6 a.m. to 1 a.m.
News Service ................ AP
Transcription Service .......... Lang-Worth, NBC
Thesaurus Representative .. . Weed & Company

Personnel
President .................. Ambassador Charles Sawyer
Station Manager ............ J. P. Williams
Sales Manager ............... Harold Higgins
Sales Promotion Manager ... Ima E. Wing
Program Production Director ... Ranny Daily
Musical Director ............. Charles Reeder
Chief Engineer ............... Stanley Beck

WFIN
FINDLAY—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1330 Kc.  Power: 1000 Watts
Owned-Operated By ... Findlay Radio Company
Business Address ........... 500½ South Main Street
Phone Number ................ Main 1330
Transmitter Location ......... Williams Road
Time on the Air: 6:30 a.m. to local sunset; Sundays, 7:30 a.m. to local sunset
News Service ................ INS
Transcription Service .......... Lang-Worth;
Standard Radio & Keystone

Personnel
General Manager ............. Fred R. Hover
Sales Manager ................ Kent L. Jeffrey
Program Director .......... Millicent Mertz
Musical Director .......... Barbara J. Tyner
Chief Engineer .......... Edgar Smith

WMOH
HAMILTON—EST. 1944
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By ... The Fort Hamilton Broadcasting Co.
Address .................. Second National Bank Bldg.
Phone ..................... 4664
Transmitter Location .......... Middletown Pike
Time on the Air ............ Unlimited
News Service ................ UP
Transcription Service .......... NBC Thesaurus:
MacGregor
Thesaurus

Personnel
President .................. Herbert G. Pabst
Station Manager ............ Don Ioset
Sales Manager ............... Joe True
Program Director ............. Sam Sague
Chief Engineer ............ Andrew Bruck
Musical Director .......... Elsie Remp

WLOK
LIMA—EST. 1938
NATIONAL BROADCASTING CO.
Frequency: 1240 Kc.  Power: 250 Watts
Owned-Operated By ... The Fort Industry Co.
Address .................. 520 National Bank Bldg.
Phone ..................... 93161
Transmitter Location .......... 1424 Rice Ave.
Time on the Air ........... 7 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service ................ UP
Transcription Service .......... Lang-Worth, Standard
Representatives .......... Headley Reed

Personnel
President .................. George B. Storer
Vice-President & Gen. Mgr. ... J. Harold Ryan
Sales Promotion Manager ... R. G. Elvin
Program Director .......... Edgar C. Ulrick
Chief Announcer ............ John Daniels
Chief Engineer .......... Richard Gartner
Record MC ............... Robert Shelley
WMAN
MANSFIELD—EST. 1939
BLUE NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Richland, Inc.
Address: 144½ Park Avenue West
Phone Numbers: 4235, 6
Transmitter Location: Corner Longview Ave. and No. Main St.
Time on the Air: 6:30 a.m. to midnight daily; 8 a.m. to midnight Sunday
News Service: UP
Transcription Service: Standard Radio

Personnel
President-Chief Executive: J. M. O'Hara
Sales Promotion: Bessie Blackman
Program Director: Robert Christopher
Musical Director: Earl Black
Chief Engineer: William Morrison

WMRN
MARION—EST. 1940
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: The Marion Broadcasting Company
Address: North Main Street
Phone Number: 2516
Transmitter Location: North Main Street
Time on the Air: Unlimited
News Service: UP
Transcription Service: NBC Thesaurus, Standard

Personnel
President-Station Manager: Robert T. Mason
Commercial Manager: Geo. A. Speese
Sales Manager: George A. Speese
Program Director: Madge L. Cooper
Production Manager: Harley West
Musical Director: Carol Whirrett
Chief Engineer: S. Robert Morrison

WPAY
PORTSMOUTH—EST. 1935
MUTUAL BROADCASTING SYSTEM & OHIO NETWORK
Frequency: 1430 Kc. Power: 250 Watts
Owned-Operated By: Brush-Moore Newspapers
Address: 1009 Gallia St.
Phone Number: 1010
Transmitter Location: 1009 Gallia St.
Time on the Air: 7 a.m. to 11 p.m.; Sundays, 7:30 a.m. to 11 p.m.
Newspaper Affiliation: Portsmouth Times
News Service: AP & UP

Transcription Service: Lang-Worth & BMI

Personnel
President: Louis H. Brush
Station Manager: Paul Wagner
Sales Promotion: William Bierley
Program Director: Pat Hooley
Chief Engineer: Maurice Myers

WIZE
SPRINGFIELD—EST. 1940
THE BLUE NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Voice of Springfield, Inc.
Address: 115 West High Street
Phone Number: 4955
Transmitter Location: Springfield
Time on the Air: 6 a.m. to 12 midnight
News Service: UP & AP
Transcription Service: NBS Thesaurus
Representative: Weed & Co.

Personnel
President: Charles Sawyer
Exec. Vice-President: J. P. Williams
INTRODUCING FOUR STATIONS IN FOUR STATES UNDER THE MANAGEMENT OF "THE FRIENDLY GROUP". EXTENDING YOU A FRIENDLY HAND FOR MORE BUSINESS FROM THESE THRIVING COMMUNITIES.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.
In September, 1926, WKBN began broadcasting as the pioneer station of the Youngstown Area, one of the top industrial regions of the nation . . . ranking third in steel production, alone. Foresight, vision and continuous endeavor in behalf of sponsor and listener have created and retained the leadership enjoyed in the entire area served by WKBN.

The Youngstown Market, unlike many, will not be materially affected by reconversion since the products produced for war are substantially those products which will continue to be in tremendous demand in the peace time to which we are all looking forward.

With confidence in the future of America we accept the responsibilities our position demands and pledge even greater opportunities to the radio advertisers and listeners of tomorrow.
## WTOL
**TOLEDO—EST. 1938**

**The Blue Network**

- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** The Community Broadcasting Company
- **Address:** Bell Building
- **Phone Number:** Adams 3291
- **Transmitter Location:** Bell Building
- **Time on the Air:** Unlimited license
- **News Service:** UP
- **Transcription Services:** Associated Music Publishers; Standard Radio

**Representative:** Radio Advertising Corp.

### Personnel

- **President:** Frazier Reams
- **Vice President-General Manager:** Arch Shawd
- **Commercial Manager:** Gard Wallace
- **Sales Promotion Manager:** John Morgan
- **Program Director:** Jean Wright
- **Program Director:** Russell Perry
- **Publicity Director:** Betty Hartman
- **Chief Announcer:** Robert Kreighoff
- **Musical Director:** John Sheehan
- **Chief 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:** AP
- **Transcription Service:** Standard & Lang-Worth

**Representative:** Burn-Smith Company, Inc.

### Personnel

- **Owners:** Frank T. Nied, Perry H. Stevens
- **Station Manager:** Emerson J. Pryor
- **Commercial Manager:** Frank B. Cannon
- **Program Director:** David C. Hale
- **Chief Engineer:** Charles J. Hurton

## WFMJ
**YOUNGSTOWN—EST. 1939**

**The Blue Network**

- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** WFMJ Broadcasting Co.
- **Address:** 101 W. Boardman St.
- **Phone Number:** 34121
- **Transmitter Location:** 101 W. Boardman St.
- **Time on the Air:** 6 a.m. to 12 midnight; Saturdays, 6 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
An outstanding audience in the Toledo area

Women follow its department store programs

The listener audience of WTOL throughout the Toledo area is exceptionally department store conscious. For a far higher percentage of leading department stores use radio advertising in Toledo than in most major markets. 5 out of the 6 department stores in Toledo use WTOL. So do all of the drug chains and all the bread companies. This acceptance signifies the primary influence of WTOL in the Toledo market. Locally owned and operated... it's "The Biggest Little Station in the World".

WTOL
"Toledo's Friendly Station"

NATIONAL REPRESENTATIVES: RADIO ADVERTISING COMPANY
**Personnel**

Owner-Station Manager: William F. Maag, Jr.  
Sales Manager: Phil Wood  
Program Director: Robert B. Mackall  
Chief Announcer: Hal Fredericks  
Musical Director: Col. L. R. Boals  
Chief Engineer: Frank Dieringer

**W K B N**  
**YOUNGSTOWN—EST. 1926**  
**COLUMBIA BROADCASTING SYSTEM**  
Frequency: 570 Kc.  
Power: 5000 Watts  
Owned-Operated By: WKBN Broadcasting Corp.  
Address: 17 N. Champion St.  
Phone Number: 4-2122  
Transmitter Location: 3430 Sunset Blvd.  
Time on the Air: 6 a.m. to 12 midnight  
Newspaper Affiliation: Cleveland Plain Dealer  
News Service: UP  
Transcription Service: World: Lang-Worth  
Representative: Paul H. Raymer Co.

**KADA**  
**ADA—EST. 1934**  
**THE BLUE NETWORK**  
**OKLAHOMA NETWORK**  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Dr. C. C. Morris  
Address: 207 First Nat'l Bank Bldg.  
Phone Number: 1212  
Transmitter Location: North Broadway  
Time on the Air: 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.  
News Service: AP  
Representative: Taylor Howe Snowden

**KVSO**  
**ARDMORE—EST. 1935**  
**THE BLUE NETWORK**  
**OKLAHOMA NETWORK**  
Frequency: 1240 Kc.  
Power: 250 d.; 100 n.  
Owned-Operated By: Ardmoreite Publishing Co.  
Business Address: Hotel Ardmore  
Phone Number: 3030  
Studio Address: Hotel Ardmore  
Transmitter Location: Chickasaw & North-west Blvd.  
Time on the Air: Unlimited License  
Newspaper Affiliation: Daily Ardmoreite  
News Service: AP  
Representative: Taylor Howe Snowden

**WHIZ**  
**ZANESVILLE—EST. 1924**  
**NATIONAL BROADCASTING CO.**  
Frequency: 1240 Kc.  
Power: 250 Watts  
Owned By: Southeastern Ohio Broadcasters, Inc.  
Operated By: Fort Industry Company  
Address: North Fifth St.  
Phone Number: 6000  
Transmitter Location: Newark Road  
Time on the Air: 6 a.m. to midnight; Sundays, 8 a.m. to 11 p.m.  
News Service: AP  
Transcription Service: Standard Radio  
Representative: John Blair & Company

For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

Program Director: Gene Trace  
Production Manager: Karl Bates  
Publicity Director: Foster Harmon  
Musical Director: Dwight Merriam  
Chief Engineer: B. T. Wilkins (on Leave)
KWON
BARTLESVILLE—EST. 1942
MUTUAL BROADCASTING SYSTEM
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By: Bartlesville Broadcasting Co.
Phone Number .................................... 1400
Studio Address . Union National Bank Bldg.
Transmitter Location . Dewey Road
Time on the Air . 6:30 a.m. to 10:45 p.m.
News Service .................................. AP

Personnel
President-Representative . Enid Barnes
Publicity Director . Glenn Howard
Chief Announcer . K. Howard
Chief Engineer . Murray Coleman

KASA
ELK CITY—EST. 1932
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 .................................. AP
Transcription Service . Keystone Broadcasting System

Personnel
President .................... L. J. Preston
Supervisor ....................... F. E. Mayhew
Program Director-Chief Announcer . Joe Fenter
Chief Engineer ...................... Howard Jeter

KCRC
ENID—EST. 1929
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1390 Kc........Power: 1000 Watts
Owned-Operated By: Enid Radiophone Co.
Business Address . Willow & Kennedy Sts.
Phone Number ................. 447
Telegraph Location . Willow & Kennedy Sts.
Time on the Air . 6:30 a.m. to 11 p.m.; Sundays, 7 a.m. to 11 p.m.
Newspaper Affiliation . Enid Morning News; Enid Daily Eagle
News Service ............... AP
Transcription Service ............. Standard
Representative .................... John E. Pearson Co.

Personnel
President-Station Manager . Milton B. Garber
Commercial Manager . H. P. Hale

KSWO
LAWTON—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1150 Kc........Power: 250 Watts
Owned-Operated By: Carver & Ross Radio Broadcasters
Business Address . 1710 E. Avenue
Phone Number ..................... 2370
Studio Address . 17th & E. Streets
Transmitter Location . 17th & E. Streets
Time on the Air . Daytime license
News Service . AP
Transcription Service . NBC Thesaurus: Associated

Personnel
President .................... Jim Byrne
Station and Commercial Manager . Jim Byrne
Sales Promotion Manager-Chief Announcer . K. Burkett
Program-Musical Director . Winifred Ross
Chief Engineer ...................... W. E. Billington

KBIX
MUSKOGEE—EST. 1936
THE BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1490 Kc........Power: 250 Watts
Business Address ................ Barnes Bldg.
Phone Number ...................... 303
Studio Address . Barnes Building
Transmitter Location . Barnes Building
Time on the Air . Midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation . Muskogee Daily Phoenix & Times Democrat
News Service . AP
Representative ..................... Radio Advertising Co.

Personnel
President .................... Tams Bixby, Jr.
General and Commercial Mgr . Jimmie Barry
Chief Engineer ...................... Glenn Barnett

WNAD
NORMAN—EST. 1922
Frequency: 640 Kc........Power: 1000 Watts
Owned-Operated By: University of Oklahoma
Business Address . Faculty Exchange, Norman
Phone Number ..................... 900; Station No. 124
Studio Address . Student Union Bldg.
Transmitter Location . 1140 Jenkins Ave.
### OKLAHOMA

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<th>Time on the Air</th>
<th>Daytime License</th>
<th>News Service</th>
<th>AP</th>
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**Personnel**

- Station Director: John W. Dunn
- Musical Director: Mr. Gerald Hollman
- Production Manager: John W. Dunn
- Technical Supervisor: Clyde Farrar
- Chief Engineer: Jack Boyer (Non-Commercial Station)

#### KOCY

**OKLAHOMA CITY—EST. 1938**

**MUTUAL BROADCASTING SYSTEM**

- Frequency: 1340 Kc.
- Power: 250 Watts
- Owned-Operated By: Plaza Court Broadcasting Co.
- Address: Plaza Court
- Phone Number: 3-4333
- Transmitter Location: Plaza Court
- Time on the Air: 6:30 a.m. to 12 midnight
- News Service: AP
- Transcription Service: Associated Music Publishers; Standard Radio; NBC Thesaurus
- Representative: The Walker Co.

**Personnel**

- President: John D. Thomas
- Manager: M. H. Boneybrake
- Commercial Manager: George Tarier
- Program Director: Harold Durham
- Production Manager: Paul Duncan
- Chief Engineer: George W. Brock

#### KOMA

**OKLAHOMA CITY—EST. 1932**

(as KFIF—1923)

**COLUMBIA BROADCASTING SYSTEM**

**REGIONAL NETWORK (KOMA-KWFT-KTUL)**

- Frequency: 1520 Kc.
- Power: 5000 Watts
- Owned-Operated By: KOMA, Inc.
- Address: 24th Floor, Billmore Hotel
- Phone Number: 2-3291
- Studio Address: 24th Floor, Billmore Hotel
- Transmitter Location: 71/2 miles north of Oklahoma City
- Time on the Air: 5:55 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
- News Service: UP
- Transcription Service: World Trans. Service
- Publishers: NBC Thesaurus
- Representative: Free & Peters

**Personnel**

- President: Kenyon Brown
- Station Manager: Kenyon Brown
- Commercial Manager: C. A. Minor, Jr.
- Production-Program Director: Paul Buenning
- Musical Director: Mickey Reynolds
- Chief Engineer: M. W. Thomas

#### KTOK

**OKLAHOMA CITY—EST. 1927**

**BLUE NETWORK**

**OKLAHOMA NETWORK**

- Frequency: 1400 Kc.
- Power: 250 Watts
- Owned by: O. L. "Ted" Taylor
- Owned-Operated By: Oklahoma Broadcasting Company, Inc.
- Business Address: 2004 Apco Tower
- Studio Address: 1800 West Main
- Phone Number: 3-8352
- Transmitter Location: 1800 West Main
- Time on the Air: 6:30 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11:30 p.m.
- News Service: AP & UP
- Transcription Service: World; Lang-Worth Representative: Taylor Howe Snowden

**Personnel**

- President: O. L. "Ted" Taylor
- Station Manager: Robert D. Enoch
- Commercial Manager: Frank J. Lynch
- Promotion-Publicity Director: Elizabeth Giles
- War Program Director: Harold Shreve
- Musical Director: Jean Knight Paxton
- Chief Engineer: Clifford Easum

#### WKY

**OKLAHOMA CITY—EST. 1928**

**NATIONAL BROADCASTING COMPANY**

- Frequency: 930 Kc.
- Power: 5,000 d.; 1,000 n.
- Owned By: Oklahoma Publishing Co.
- Operated By: WKY Radiophone Co.
- Address: KOMA, Inc.
- Phone Number: 3-4306
- Transmitter Location: Highway No. 66
- Time on the Air: 6 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.
- Newspaper Affiliation: Daily Oklahoman
- Oklahoma City Times; The Farmer Stockman
- News Service: AP
- Transcription Service: Standard Library Representative: The Katz Agency

**Personnel**

- President: E. K. Gaylord
- Secretary-Treasurer: Edgar T. Bell
- Station Manager: Gayle V. Grubb
- Commercial Manager: Ralph Miller
- Program Director: Bloyce Wright
- Continuity Director: George Hamaker
- Director of Child Education: Edyth Wallace
- Chief Announcer: Ben Morris
- News Editor: Dow Mooney
- Musical Director: Allan Clark
- Traffic Manager: Daryl McAllister
- Chief Engineer: Herman Lovell

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**KH BG**
OKMULGEE—EST. 1937
KEystone BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Okmulgee Broadcasting
Corp.
Address ................. McCulloch Bldg.
Phone Number .......... 3646
Transmitter Location .. Okmulgee
Time on the Air .......... Unlimited license
News Service .......... UP
Transcription Service ....... Lang-Worth: Keystone

**Personnel**
President-Manager .......... Pat Buford
Commercial-Sales Promotion Manager .. Lucile Buford
Program-Production Director ...... Nova Clarke
Chief Announcer ............ Bob Greenwood
Chief Engineer ............. Chester Ludwick

**WBBZ**
PONCA CITY—EST. 1927
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Adelaide Carrell
Address ............. 615 West Grand Avenue
Phone Number .......... 433
Transmitter Location .. 615 Grand Avenue
Time on the Air .......... 7:00 a.m.

**Personnel**
Managing Director .......... A. L. Carrell
Sales Promotion-Station Manager .... Boyd Kelly
Sales Manager .............. L. C. McKenney
Chief Announcer .......... Don Chadd
Chief Engineer ............. Lewis E. Brown

**KGFF**
SHAWNEE—EST. 1930
BLUE NETWORK
OKLAHOMA NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: KGFF Broadcasting
Co.
Address ............ Aldridge Hotel
Phone Numbers ........ 4390 also 3918
Transmitter Location . Shawnee Country Club
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7 a.m. to 12 midnight
Newspaper Affiliation . Stauffer Publications
News Service .......... AP
Representative .......... Taylor Howe Snowden

**Personnel**
President ........... Oscar Stauffer
Secretary-Treasurer and General Manager ...... Joseph W. Lee
Commercial Manager ........ Maxine Eddy
Promotion-Publicity Director ...... Eileen Tice
Continuity Editor ........ Mary Douglas Lee
Chief Announcer .......... Jean Quillin
Chief Engineer .......... Salavatore Ricciotti

**KOME**
TULSA—EST. 1938
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
OKLAHOMA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Oil Capital Sales Corp.
Coperated By: Harry Schwartz
Address ........ Radio Bldg., 910 S. Boston
Phone Number .......... 3-4121
Transmitter Location ..... 3904 S. Newport
Time on the Air .......... Unlimited also full time
News Service .......... AP
Transcription Service ....... Standard & Lang-Worth
National Representative .......... Joseph Hershey
McGillvra, Inc., also Taylor Howe Snowden

**Personnel**
President ........ Harry Schwartz
General Manager .......... Harold Grimes
Nat’l Adv. Manager and Counselor .......... Fred Schwartz
Commercial Manager .......... H. E. Grimes
Sales Promotion-Publicity Manager .......... Mary Corkill
Program Director .......... Dick Campbell
Continuity Director .. Lucille Burns
Traffic Manager ............... Mary Corkill
Musica! Director .......... Alfred Fox
Chief Engineer ............. Roy Brown
Record MC .......... Ettta 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
Transmitter Location ...... Tulsa, Okla.
Time on the Air: 5:45 a.m. to 11:30 p.m.; Sundays, 7 a.m. to 11 p.m.
News Service .......... UP
Transcription Service ...... World Broadcasting; Lang-Worth
Representative .......... Free & Peters

**Personnel**
President ............... J. T. Griffin
General Manager .......... John Essau
Sales Manager .......... R. P. Akin
Merchandise Manager ...... J. A. Blust
Program Director .......... Eddie McKeen
Publicity Director .......... Billee Chandler
Continuity Chief .......... Bernice Ash
Production Manager-Chief .......... Leslie Scott
Musical Director ............ Glenn Hardman  
Director of War Programs .... Mildred Gillespie  
Chief Engineer ............. Robert Snider

KVOO
TULSA—EST. 1925
NATIONAL BROADCASTING COMPANY
Frequency: 1170 Kc. ....... Power: 50000 Watts  
Owned-Operated By ...... Southwestern Sales Corporation  
Address .................... Philtower Bldg.  
Phone Number ............. 2-2254  
Transmitter Location: 10 miles east of Tulsa on U. S. Highway No. 66  
Time on the Air: 5:55 a.m. to 11:30 p.m.; 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  
Representative ............ Edward Petry & Co.

Personnel
President ................ P. Q. Proctor  
Vice President-General ... William B. Way  
Manager .................. Gustav Brandborg  
Commercial Manager ...... W. T. McClarin  
Publicity-Sales Promotion Manager.... Allan Page  
Chief Announcer .......... Bud Jackson  
Musical Director .......... Joe O'Neill  
Director of War Programs . Allan Page  
Chief Engineer .......... L. W. Stinson

Kwil
ALBANY—EST. 1941
MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.
Frequency: 1240 Kc. ....... Power: 250 Watts  
Owned-Operated By ...... Central Willamette Broadcasting Company  
Business Address ......... 15th and Elm Streets  
Phone Number ............. 870  
Transmitter Location ....... 15th and Elm Streets  
Time on the Air. .. Unlimited License  
Newspaper Affiliation ....... Albany Democrat Herald  
News Service ................ UP  
Transcription Service ...... Standard Radio  
Representative ............ John Keating

Personnel
President ................ W. L. Jackson  
Secretary-Treasurer ...... R. R. Cronise  
Station Manager .......... Chet Wheeler  
Commercial Manager ....... Hal Byer  
Program Director .......... Howard Parent  
Corvallis Studio Manager ... Bob Reinholds  
Musical Director .......... Nancy Fisher  
Chief Engineer .......... Herb Davidson

Kast
ASTORIA—EST. 1935
MUTUAL BROADCASTING SYSTEM  
DON LEE BROADCASTING SYSTEM  
PACIFIC BROADCASTING CO.
Frequency: 1230 Kc. ....... Power: 250 Watts  
Owned-Operated By Astoria Broadcasting Co.  
Address ..................... 1006 Taylor Avenue  
Phone Number ............. 95  
Transmitter Location ....... 1006 Taylor Avenue  
Time on the Air. ....... 7 a.m. to 12 midnight  
Newspaper Affiliation ....... Astorian-Budget  
News Service ............... UP  
Transcription Service ...... Standard Radio

Personnel
President ................ M. R. Chessman  
Station Manager .......... L. E. Parsons  
Commercial Manager ...... R. D. Holmes  
Chief Engineer .......... James M. Titus

Kbkr
BAKER—EST. 1939
KEYSTONE BROADCASTING SYSTEM  
Frequency: 1490 Kc. ....... Power: 250 Watts  
Owned-Operated By ...... Inland Radio, Inc.  
Address ..................... 1st and Court Streets  
Phone Number ............. 140  
Transmitter Location ....... Baker  
Time on the Air. ....... 7 a.m. to 10 p.m.  
News Service ............... UP  
Transcription Service ...... NBC Thesaurus; C. P. MacGregor  
Representative ............ W. S. Grant Co.
KBND
BEND—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: The Bend Bulletin
Address: 1121 Wall St.
Phone Number: 848
Transmission Location: 1121 Wall St.
Time on the Air: 7 a.m. to 10 p.m.
Newspaper Affiliation: The Bend Bulletin
News Service: UP
Transcription Services: Standard Radio; Lang-Worth; Keystone Broadcasting System
Personnel
Station Manager: Frank H. Logan
Commercial Manager: Kessler Cannon
Chief Technician: Wallace Guthrie

KOAC
CORVALLIS—EST. 1925
Owned by: Oregon State System of Higher Education
Address: Corvallis, Oregon
Phone Number: 526
Studio Address: Corvallis
Transmitter Location: Granger, Corvallis
Time on the Air: 10 a.m. to 10 p.m.
News Service: UP
Transcription Service: NBC Thesaurus
Personnel
Program Director: Allen Miller
Publicity Director: Ray Hamby
Director of Women's Programs: Zelta Rodenwald
Musical Director: Richard E. Fusion
Chief Engineer: Grant S. 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: 2300
Transmitter Location: The Dalles
Time on the Air: 8 a.m. to sign-off; Sundays, 9 a.m. to 9 p.m.
Transcription Service: C. P. MacGregor, Keystone
News Service: UP
Personnel
President-General Manager, V. Barney Kenworthy
Station Manager: Glenn Howell

KORE
EUGENE—EST. 1927
MBS—DON LEE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 250 Watts
Owned By: Frank L. Hill and Violet G. Hill
d/b Eugene Broadcast Station
Operated By: Frank L. Hill
Address: Route 3
Phone Number: 3
Transmitter Location: Route 3
Time on the Air: 6 a.m. to 11 p.m.; Sunday, 7:45 a.m. to 11 p.m.
News Service: UP
Transcription Service: C. P. MacGregor
Personnel
Partner: Frank L. Hill
General Manager: L. W. Trommlitz
Program Director: Marjorie Jackson
Publicity-Production Director: Bruce Nidever
Chief Engineer: Harold Gander

KUIN
GRANTS PASS—EST. 1939
MUATUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM
REDWOOD NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Southern Oregon Broadcasting Co.
Business Address: P. O. Box 148
Phone Number: 182
Studio Address: Redwood Highway & Pacific Highway
Transmitter Location: Redwood Highway & Pacific Highway
Time on the Air: 7 a.m. to 10 p.m.
Transcription Services: World Broadcasting System
Representative: John Blair & Co.
Personnel
President: A. E. Voorhies
Station Manager: William B. Smullin
Commercial Manager: Ralph Hanson
Program Director: E. A. Malone
Sales Promotion Manager: Lisa Hanson
Production Manager: L. L. King
Chief Engineer: Edward A. Malone

KFJI
KLAMATH FALLS—EST. 1928
MBS-DON LEE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated By: KFJI Broadcasters, Inc.
Address: Willard Hotel Bldg.
Phone Number: 2125
Transmitter Location: Klamath Falls
Time on the Air: Unlimited license
OREGON

Transcription Service World Broadcasting System, NBC Thesaurus
Representative W. S. Grant Co.

Personnel
Manager Jack Keating

KFLW* KLAMATH FALLS
Frequency: 1450 Kc. Power: 250 Watts
Owned By Herald Publishing Co.
* Construction Permit.

KLBM LA GRANDE—EST. 1938
KEYSTONE BROADCASTING SYSTEM
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 Unlimited time
News Service UP
Transcription Service Standard Radio: Keystone; Lang-Worth

Personnel
General Manager Lee W. Jacobs
Representative W. S. Grant
Chief Engineer Sidney Williams

KOOS MARSHFIELD—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
Transmitter Location Hall Building
Time on the Air 6:45 a.m. to 10:30 p.m.
News Service UP
Representative John Keating

KMED MEDFORD—EST. 1926
BLUE NETWORK 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 Mrs. W. J. Virgin
Station Manager Lee Bishop
Sales Promotion Manager Art Adler
Program Director Gladys LaMarr
Chief Engineer Dave Rees

KWRC PENDLETON—EST. 1941
NORTHWEST NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By Western Radio Corp.
Address Box 178
Phone Number 1425
Transmitter Location S. W. 6th St.
Time on the Air 7:30 a.m. to 10:05 p.m.; Sundays, 9 a.m. to 8 p.m.
News Service UP
Transcription Service UP
Representative John Keating

KALE PORTLAND—EST. 1932
MUTUAL BROADCASTING SYSTEM
Frequency: 1330 Kc. Power: 5000 Watts
Owned-Operated By KALE, Inc.
Address P. O. Box 1031
Phone Number Atwater 7209
Studio Address New Heathman Hotel Building
Transmitter Location Head of Barnes Road
Time on the Air 6:45 a.m. to midnight
News Service INS; UP

Personnel
President-Station Manager V. Barney Kenworthy
Commercial Manager Henry M. Hogue
Production Manager and Chief Engineer Paul E. Walden

567
"To sell 'em—tell 'em over KGW." That's the keynote of something new in radio—a spot announcement campaign launched some months ago by KGW, Portland, Oregon, over WQXR New York and its FM affiliate WQXQ, introducing timebuyers to the vast market potentialities of the Pacific Northwest area KGW serves. This unique experiment in radio selling radio has won plaudits from the entire radio industry.

WQXR Announcements tell story of the KGW MARKET

AGRICULTURE
"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

Purchasing Power
"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this $2,196 per capita figure. Yet, the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

Payrolls
"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year of 1940."

Electric Power
"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

THE STATION WITH EAR APPEAL

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.

568
**KBPS**

**PORTLAND—EST. 1923**

Frequency: 1450 Kc.  
Power: 100 Watts  
Owned-Operated By: School District No. 1  
Manager: Paul H. Raymer Co.

**KEX**

**PORTLAND—EST. 1926**

Frequency: 1190 Kc.  
Power: 5,000 Watts  
Owned-Operated By: Westinghouse Radio Stations, Inc.  
Manager: J. B. Conley

**KOIN**

**PORTLAND—EST. 1926**

Frequency: 970 Kc.  
Power: 5000 Watts  
Owned-Operated By: KOIN, Inc.  
Manager: C. W. Myers

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**KGW**

**PORTLAND—EST. 1922**

NATIONAL BROADCASTING CO.

**NORTHWEST TRIANGLE**

Frequency: 620 Kc.  
Power: 5000 Watts  
Owned-Operated By: The Oregonian Publishing Company  
Business Address: 537 S. W. Sixth Ave.  
Phone Number: Atwater 2121  
Transmitter Location: North Portland, Ore.  
Time on the Air: 970 Kc.  
News Service: AP; INS; UP  
Representative: Free & Peters, Inc.

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**Personnel**

President: P. L. Jackson  
Commercial Manager: Norman A. Davis  
Director of Commercial Relations: Harry H. Buckendahl  
Managing Director: Charles Couche  
Program Director: Harold Bratsberg  
Production Manager: Ralph Langley  
Musical Director: John Emmel  
Chief Engineer: A. E. Richmond

Managing Director: Palmer Hoyt  
Assistant Manager: Arden X. Pangborn  
Sales Manager: Jack Wasson  
Traffic Manager: Mildred Lester  
Sales Promotion-Publicity Manager: Jack Eichenberger  
Program Director: Homer Welch  
News Editor: Don Kneass  
War Program Manager: Day Foster  
Chief Announcer: Frank Coffin  
Musical Director: Abe Bercovltz  
Chief Engineer: Earl E. Petersen  
Record MC: Ed Richman

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General Manager: Lee B. Wailes  
Manager: J. B. Conley  
Commercial Manager: Norman J. Sugg  
Traffic Manager: Mildred Lester  
Program Director: Homer Welch  
News Editor: Don Kneass  
War Program Manager: Day Foster  
Chief Announcer: Frank Coffin  
Musical Director: Abe Bercovltz  
Chief Engineer: Harold Singleton

---

President-Station Manager: C. W. Myers  
Manager: Harry H. Buckendahl  
Advertising-Sales Promotion Manager: Charles E. Couche  
Program Director: H. M. Swartwood, Jr.  
Production Manager: Ted W. Cooke  
Chief Announcer: Lou Gillette  
Publicity Director: Enoch Squires  
Musical Director: Red Dunning  
Technical Director: Louis Bookwalter  
Chief Engineer: Louis Sumner Bookwalter
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<th>Station</th>
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<th>Frequency</th>
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<th>Owner(s)</th>
<th>Business Address</th>
<th>Phone Number</th>
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<th>Time on the Air</th>
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<th>Transcription Service</th>
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<tr>
<td>KXL</td>
<td>Portland</td>
<td>750 Kc</td>
<td>10000 Watts</td>
<td>KXL Broadcasters</td>
<td>Broadway 6451</td>
<td>Atwater 4393</td>
<td>Oaks Park, Portland</td>
<td>6 a.m. to local sunset</td>
<td>UP</td>
<td>Lang-Worth; C. P. MacGregor</td>
<td>Joseph Hershey McGillvra</td>
<td>President: Frances R. Symons, Station and Commercial Manager: H. S. Jacobson, Program-Production Director: Frederick Eichhorn III, Chief Engineer: L. K. Ballinger</td>
</tr>
<tr>
<td>KSLM</td>
<td>Salem</td>
<td>1390 Kc</td>
<td>1000 Watts</td>
<td>Oregon Radio, Inc.</td>
<td>633 N. Front St.</td>
<td>Atwater 4391</td>
<td>633 N. Front St.</td>
<td>6:30 a.m. to 11:30 p.m.</td>
<td>UP and AP</td>
<td>Lang-Worth; Keystone</td>
<td>John Keating</td>
<td>President: H. B. Read, Commercial-Sales Promotion Manager: Earle W. Headrick, Program Director-Chief Announcer: Bill Talbot, Production Manager: Otto Miller, Chief Engineer: Clyde Carlton</td>
</tr>
</tbody>
</table>
PHILADELPHIA'S LEADING RADIO INSTITUTION
For Latest U.S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

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 .................................. Route No. 1
Time on the Air ................................. 7 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.
Vice President-Managing Director ...... B. Bryan Musselman
Program Director ......................... George Y. Snyder
Chief Engineer ............................... R. H. Musselman

WFBG
ALTOONA—EST. 1924
NATIONAL BROADCASTING CO.
QUAKER NETWORK
PENNSYLVANIA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned By: The William F. Gable Co.
Operated By: The Gable Broadcasting Company (Lessee)
Address ........................................... 1320-32 11th Avenue
Phone Number .................................... 5467
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

WISR
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 Number .................................... 4701
Transmitter Location ...................... McKinley Ave.
Time on the Air ................................. 7 a.m. to Sundown
News Service ....................................... UP
Transcription Service ................. World Broadcasting Service, Keystone

Personnel
President-Station Manager, ............ David H. Rosenblum
Commercial-Sales Promotion Manager ........................................ Leon Bernard
Program Director ............................. Lee Blaine
Publicity Director ............................. Gladys Borne
Chief Engineer ................................. Paul Rex

WCED
DU BOIS—EST. 1940
COLUMBIA BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
ATLANTIC NETWORK
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 ................................. Spot Sales, Inc.

Personnel
President ...................................... H. T. Grey
General Manager ............................. Jason S. Gray
Station Manager .............................. Les Ryder
Commercial-Promotion Manager ......... Les Ryder
Program Director ............................. Virginia Wade
Director of War Programs-Artists Bureau ........................................ Virginia Wade
Chief Announcer .............................. Frank Faro
Chief Engineer ................................. Vernon Stahl

572
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 8001
Transmitter Location Williams Township
Time on the Air 6:55 a.m. to 1 a.m.
News Service UP
Transcription Service Standard Representative Radio Advertising Co.

Personnel
Station Executive Clair R. McCullough
Station Manager Elwood C. Anderson
National Sales Manager J. Robert Gulick
Program Manager Eugene Bethman
Technical Director J. E. Mathiot

WLEU
ERIE—EST. 1935
NBC-MUTUAL BLUE NETWORK
PENNSYLVANIA NETWORK QUAKER NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By WLEU Broadcasting Corporation
Address Commerce Building, 12th and State Streets
Phone Numbers 23-327 or 22-129
Transmitter Location Commerce Bldg.
Time on the Air 6:30 a.m. to 1 a.m.
News Service AP & Transradio
Transcription Service NBC Thesaurus

Personnel
President Leo J. Omelian
Vice-President and General Manager V. Hamilton Weir
Program Director C. Detzel
Musical Director Anthony Conti
Chief Engineer Clarence Baker

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, PENNSYLVANIA

NBC-AFFILIATE 1490 Kc, 250 Watts

National Representative
WEED and COMPANY

THE TOP
SPORTS
STATION
IN
ERIE

A TOP MARKET
**WERC**

**ERIE**

COLUMBIA BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts

Owned-Operated By: Presque Isle Broadcasting Co.

Address: 121 West 10th St.

Phone Number: 47-490

Transmitter Location: 121 West 10th St.

Time on the Air: 8 a.m. to 1 a.m. daily; 8 a.m. to 1 a.m. Sunday

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: Ed Pearson

Program Director: J. J. Young

Chief Announcer: Paul Bedford

Chief Engineer: Thomas Phillips, Jr.

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**WHJB**

GREENBURG—EST. 1934

COLUMBIA, SUSTAINING

Frequency: 620 Kc. Power: 250 Watts, Daytime

Owned-Operated By: Pittsburgh Radio Supply House

Address: 128 N. Pennsylvania Ave.

Phone Number: Greensbrug 3740

Transmitter Location: 128 N. Pennsylvania Ave.

Time on the Air: 7 a.m. to sunset

News Service: UP

Transcription Service: Lang-Worth Representatives: Spot Sales, Inc.

**Personnel**

President: H. J. Brennen

Station & Commercial Manager: E. J. Podeyn

Chief Engineer: Lyle L. Allen

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**WSAJ**

GROVE CITY—EST. 1922

Frequency: 1340 Kc. Power: 100 Watts

Owned-Operated By: Grove City College

Address: Hall of Science

Phone Number: 168-J

Transmitter Location: Hall of Science

Time on the Air: 7:15 to 8:45 p.m. (Tuesdays & Thursdays); Sundays, 4:30 to 5:30 p.m.

**Personnel**

President: W. C. Keller

Station Manager-Chief Engineer: H. W. Harmon

(Non-Commercial Station)
**W H G B**
HARRISBURG
Frequency: 1400 Kc. Power: 250 Watts
Owned By......Harrisburg Broadcasting Co.

**W H P**
HARRISBURG—EST. 1924
COLUMBIA BROADCASTING SYSTEM
Frequency: 1460 Kc...Power: 500 d.; 1000 n.
Owned-Operated By......WHP, Inc.
Address...Telegraph Building, 216 Locust St.
Phone Number...............4-3211
Transmitter Location......Harrisburg-Hershey Highway (4 miles from Harrisburg)
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**
Station and Commercial
Manager ..................A. K. Redmond
Chief Engineer .............R. S. Duncan

**W K B O**
HARRISBURG—EST. 1921
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET
Frequency: 1230 Kc........Power: 250 Watts
Owned-Operated By......Keystone Broadcasting Corp.
Address ....................31 North Second St.
Phone Number ...............4-0191
Transmitter Location......Penn Harris Hotel
Time on the Air............6:30 a.m. to 1 a.m.
News Service .................UP
Transcription Service ......World Broadcasting System
Representative ..............Paul H. Raymer Co.

**Personnel**
Station Executive ..........Clair McCullough
Station and Commercial Manager...C. G. Moss
National Sales Manager......J. Robert Gulick
Program Director ............Lewis Munnell
Chief Engineer ..............J. E. Mathiot

**TRI-PENN MARKET**
**WKBO**
HARRISBURG
**WORK**
YORK
**W GAL**
LANCASTER

---

the **Plus** buy
in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative
PAUL H. RAYMER CO.

NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System
W A Z L
HAZLETON—EST. 1932
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By .... Hazelton Broadcasting Service
Address .... Hazelton National Bank Bldg.
Phone Number .................. 1488
Transmitter Location .... Hazelton National Bank Bldg.
Time on the Air ............... 6:55 to 1 a.m.
News Service .................. UP
Transcription Service .... NBC Thesaurus
Representative ............ Radio Advertising Co.

Personnel
Station Executive .......... Clair R. McCollough
Station Manager ............. V. C. Diehm
National Sales Manager ... J. Robert Gulick
Program Manager .......... Don Murray
Technical Director ......... J. E. Mathiot

Sell Your Product in Pennsylvania's Booming Hard Coal Region

W A Z L
HAZLETON

The only station with blanket coverage in an area which has an annual payroll of over $55,000,000—practically all spent right in the territory.

National Representative: RADIO ADVERTISING CO.

W G A L
LANCASTER—EST. 1922
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
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.

Personnel
Station Executive .......... Clair R. McCollough
Station Manager ............. Walter O. Miller
National Sales Manager ... J. Robert Gulick
Program Manager .......... Ernest Stanziola
Technical Director .......... J. E. Mathiot
WJAC
JOHNSTOWN—EST. 1925
NATIONAL BROADCASTING CO.
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated by: WJAC, Incorporated
Address: Tribune Annex
Phone Number: 24-361
Transmitter Location: Tribune Building
Time on the Air: 7 a.m. to 12:05 a.m.
Newspaper Affiliation: Johnstown Tribune
News Service: UP
Transcription Service: NBC Thesaurus; Lang-Worth, Standard
Representative: Headley-Reed Company

Personnel
President-Station Manager: J. C. Tully
Commercial-Promotion Manager: J. P. Foster
Chief Engineer: Nevin Straub

WMRF
LEWISTOWN—EST. 1941
NATIONAL BROADCASTING CO.
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
QUAKER NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated by: Lewistown Broadcasting Co.
Business Address: Hotel Coleman
Phone Number: 757
Studio Address: Hotel Coleman
Transmitter Location: Lewistown Heights
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sunday, 10:30 a.m. to 11:30 p.m.
News Service: UP
Representative: Burn-Smith Co.

Personnel
Vice-President: J. S. Woods
Station Manager: Thomas W. Mettger
Program Director: Paul M. Breining
Production Manager: Joseph W. Smiley
Publicity Director: Rita McCoy
Chief Engineer: Bernard H. Bopp

WKST
NEW CASTLE—EST. 1938
QUAKER NETWORK
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated by: WKST, Inc.
Business Address: Cathedral Bldg.
Phone Number: 5050-5051
Studio Address: Cathedral Bldg., New Castle
Transmitter Location: Old Pittsburgh Road
Time on the Air: 6:30 a.m. to 12 midnight
News Service: AP
Transcription Service: NBC Thesaurus; Standard Radio
Representative: Spot Sales, Inc.

Personnel
President: S. W. Townsend
Station-Commercial Manager: A. W. Graham
Program Director: Alan Freed
Publicity Director: Ray Wallace
Chief Engineer: Robert Emch
Record MC: Al Frances

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 3334
Transmitter Location: East Deer Township, Allegheny County, Pa.
Time on the Air: 7 a.m. to local sunset
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor
Representative: Cox & Tanz

KYW
PHILADELPHIA—EST. 1921
NATIONAL BROADCASTING CO.
Frequency: 1060 Kc. Power: 50000 Watts
Owned-Operated by: Westinghouse Radio Stations, Inc.
Address: 1619 Walnut Street
Phone Number: Locust 3760
Transmitter Location: Whitemarsh, Pa.
Time on the Air: Full time
News Service: UP; Reuters
Transcription Service: Standard Radio
Representative: National Broadcasting Co.

Personnel
WASTINGHOUSE RADIO STATIONS INC.
Chairman: A. W. Robertson
President: George H. Bucher
Vice-President: Walter Evans
General Manager: Lee B. Walles
Engineering Manager: Dwight A. Meyer
Sales Manager: B. A. McDonald
Advertising Manager: W. B. McGilfl
Program Supervisor: Gordon Hawkins

KYW PERSONNEL
Station Manager: Leslie Joy
Program Manager: James P. Begley
Sales Manager: John S. deRussy
Sales Promotion Manager: Eleanor F. Ulmer
Publicity Director: John J. Kelly
Production Manager: Donn Bennett
Musical Director: Clarence Fuhrman
Chief Engineer: Ernest Gager
WCAU
PHILADELPHIA—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1210 Kc. Power: 50,000 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; Transradio & United Press
Transcription Service: World Broadcasting
Representative: Bertha Bannan (Boston); Virgil Reiter & Co. (Chicago); Paul H. Rayment Co (Pacific Coast), Harold Davis, New York

Personnel
President and Station Manager: Dr. Leon Levy
Commercial Manager: Alex Rosenman
Sales Promotion Manager: Robert N. Pryor
Director of Programs: Stan Lee Broza
Production Manager: Horace Feyhl
Asst. Publicity Director: Helen Parks
Musical Director: Elliott Lawrence
Chief Announcer: Hugh Walton
Chief Engineer: George Lewis

WDAS
PHILADELPHIA—EST. 1924
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: WDAS Broadcasting Station, Inc.
Address: 1211 Chestnut Street
Phone Number: Locust 7400
Transmitter Location: Woodside Park
Time on the Air: 7 a.m. to 12 midnight daily; 9 a.m. to midnight Sunday
News Service: AP
Transcription Service: Lang-Worth & World
Representatives: Forjoe & Co.

Personnel
President: Alexander W. Dannenbaum
Vice-President-General Manager: P. J. Stanton
Commercial Manager: Charles Stahl
Program Director: Polly Whitaker
Production Manager: Gene Edwards
Production Manager: Gil Morris
Publicity Director: P. J. Stanton
Chief Announcer: Jack Molley
Musical Director: Joseph Schribeman
Chief Engineer: Frank Unterberger
It's the Character of a radio station which counts!

TO
the listener
power, coverage,
millivolt contours, audience
measurement means little. It's the
character and purpose ... the ideals and
courage ... the personality and vigor ... the
spirit of sincere public service which counts most. ★ ★
Since its inception WFIL has striven ably and effectively ... has
spared nothing ... to bring to Philadelphians the type of radio enter-
tainment which they prefer. It's because of this WFIL is deep-rooted in the
hearts of Philadelphians. ★ ★ What gives a radio station character?
Not necessarily the cold, insensitive figures which appear in
audience ratings—most of which are due to network situ-
ations beyond the control of the individual station
—but the warmth and sincerity which peo-
ple feel. Ask a Philadelphian which
station they feel is their
station—invariably
they answer,
WFIL.

A BLUE NETWORK AFFILIATE
WFIL
★ 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
**WFIL**

PHILADELPHIA—EST. 1922

BLUE NETWORK
QUAKER NETWORK

Frequency: 560 Kc...Power: 1000 Watts
Owned By:...Lit Bros.
Operated By:...WFIL Broadcasting Company
Address:...Wideater Building
Phone Number:...Rittenhouse 6900
Transmitter Location:...63rd St. & Passyunk
Time on the Air:...5:45 a.m. to 1 a.m.
News Service:...INS, AP
Transcription Service:...Associated Music
Representative:...The Katz Agency, Inc.

**Personnel**

President and General Manager:...Roger W. Clipp
Ass’t Station Manager:...Wm. B. Caskey
Sales Manager:...John E. Surrick
Promotion Manager:...T. I. Oberfelder
Program Director:...Edward C. Obrist
Public Relations Director:...Jack Steck
Musical Director:...Norman Black
Acting Chief Engineer:...Louis E. Littlejohn

**WIBG**

PHILADELPHIA—EST. 1925

Frequency: 990 Kc...Power: 10000 Watts
Owned-Operated By:...Seaboard Radio Broadcasting Corporation
Business Address:...1423-25 Walnut Street
Phone Number:...Rittenhouse 2300
Transmitter Location:...Conshohocken, Pa.
Time on the Air:...5:30 a.m. to 1 a.m.
News Service:...AP
Transcription Service:...NBC Thesaurus
New York Representative:...Joseph Lang

**Personnel**

President:...Paul F. Harron
General-Commercial Manager:...Edward D. Clery
Sales Promotion-Production Manager:...Rupe Werling
Program Director:...Douglas Arthur
Musical Director:...Eric Wilkinson
Chief Engineer:...John H. Henninger
Record MC:...Douglas Arthur

**In Philadelphia WIBG is the station!**

**NEWS**

19 News Programs Daily! WIBG keeps Philadelphians informed and Philadelphians buy products advertised on this sales-minded station!

**SPORTS**


**MUSIC**

Doug Arthur's "Danceland" is the "smoothest thing this side of heaven." Just another example of WIBG "selling power."

**Represented (In New York)** by Joseph Lang,

**Most Powerful Independent**

**10,000 WATTS**

**990 KILOCYCLES**
Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found PROFIT . . . and that's the last word on the worth of any station!

PRESIDENT

Philadelphia MUTUAL Affiliate
Represented Nationally by Geo. P. Hollingbery Co.
WHAT
PHILADELPHIA—EST. 1925

Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: Independence Broadcasting Company
Address: 539 Ledger Bldg., 6th and Chestnut Streets
Phone Number: Lombard 2390
Transmitter Location: Hotel Philadelphian, 39th and Chestnut Sts.
Time on the Air: 42 hours weekly (shares with WTEL) and from Midnight to 7 a.m.
News Service: AP
Representatives: Regional Radio Sales, Chicago II.

Personnel
President-Owner: William A. Banks
General-Commercial Manager: Milton Laughlin
Program Director: Joseph A. Grady
Publicity Director: Les Alexander

WIP
PHILADELPHIA—EST. 1922
MUTUAL BROADCASTING SYSTEM

Frequency: 610 Kc. Power: 5000 Watts
Owned-Operated By: Pennsylvania Broadcasting Company
Address: 35 South 9th Street
Phone Number: WAlnut 6800
Transmitter Location: Bellmawr, N. J.
Time on the Air: 24 hours daily
News Service: AP; UP
Transcription Service: World Broadcasting System
Representative: George P. Hollingberry

Personnel
President & Station Manager: Benedict Gimbel, Jr.
V-P and Director of Sales: Edward A. Davies
Program Director: Edward Wallis
Assistant Program Manager: Sam Serota
Production Manager: Edwin Halbert
Musical Director: Joe Frasetto
Technical Supervisor: James M. Tisdale
That's what happens to sales when you advertise on

WPEI

Philadelphia, PA
950 on the dial • 5000 watts
**WPEN**
**PHILADELPHIA—EST. 1929**

Frequency: 950 Kc........Power: 5000 Watts
Owned By..................Philadelphia Bulletin
Studio Address.............1528 Walnut St.
Transmitter Location........Columbia Ave, & Race St.
Time on the Air...........6:45 a.m. to 12 midnight
News Service...............Transradio, AP

**Personnel**

General Manager............Richard W. Slocum
Commercial Manager.........Alfred Dienert
Program Director and
Production Manager.........Lewis L. London
Chief Engineer..............Charles Burtis

**WTEL**
**PHILADELPHIA—EST. 1925**

Frequency: 1340 Kc........Power: 100 Watts
Owned-Operated By.........Foulksrod Radio Eng.
Address....................4312-14 N. Broad St.
Phone Numbers: Gladstone 1310; Davenport 4310
Transmitter Location......Rowlandville, Pa.
Time on Air...............Shares with WHAT-WCAM

**Personnel**

President-Program Director.Doug. Hibbs
General Manager...........Henry N. Cocker

**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................AP; UP
Transcription Service....Standard Radio
Representative...............National Broadcasting Co.

**Personnel**

President....................George H. Bucher
Station Manager.............Joseph E. Baudino
Commercial Manager........Frank V. Webb
Sales Promotion.............John F. McMahon
Program Director...........Robert E. White
Director of War..............Victoria Corey
Publicity Director.........J. F. McMahon

Musical Directors........Bernie Armstrong,
Aneurin Bodycombe
Chief Engineer..............T. C. Kenney

**KQV**
**PITTSBURGH—EST. 1919**

THE BLUE NETWORK

Frequency: 1410 Kc........Power: 1000 Watts
Owned-Operated By.........Allegheny Broadcasting Corp.
Address.....................196 Union Trust Bldg.
Phone Number..............Atlantic 6802
Studio.....................Chamber of Commerce Bldg.
Transmitter Location......1475 Crane Road
Time on the Air...........7 a.m. to 12:30 a.m.
News Service.................UP
Transcription Service.....Lang-Worth: Standard Radio
Representative...............Spot Sales

**Personnel**

Chief Executive and
General Manager..............G. S. "Pete" Wasser
Commercial Manager........James Murray
Program Director...........Alicia Fuller
Sales Promotion Manager....Ben Edson
Chief Engineer..............Walter W. McCoy

**WCAE**
**PITTSBURGH—EST. 1922**

MUTUAL BROADCASTING SYSTEM

Frequency: 1250 Kc........Power: 5000 Watts
Owned-Operated By.........WCAE, Inc.
Address.....................Wm. Penn Hotel
Phone Number..............Atlantic 6800
Transmitter Location......Agnew Road, Baldwin Township, R. D. No. 6
Time on the Air...........6:30 a.m. to 2 a.m.
News Service................INS; AP
Transcription Service.....World Broadcasting System, Standard, Lang-Worth
Representative...............The Katz Agency, Inc.

**Personnel**

President-General
Manager.....................Leonard Kapner
Station Manager............R. Clifton Daniel
Sales Manager..............Willard Schroeder
Promotion-Publicity........Mitchell B. DeGroot
Chief Announcer............Bob Donley
Program Manager...........R. Clifton Daniel
Production Manager.........Ben Muros
Musical Director..........."Babe" Rhodes
Chief Engineer...............James Schultz
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: 4860
Transmitter Location: 1459 Crane Rd.
Green Tree, Pittsburgh
Time on the Air: 7:30 a.m. to 12:30 a.m.
News Service: Transradio & UP
Representative: Wm. G. Rambeau Co.

Personnel
General Manager: H. J. Brennen
Program and Production: James M. Hughes
Publicity Director: Marian Caughey
Chief Announcer: Si Mann
Chief Engineer: Walter W. McCoy

WWSW
PITTSBURGH—EST. 1932
VICTORY NETWORK
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By.  WWSW, Inc.
Address: Hotel Keystone
Phone Number: 5200
Transmitter Location: 341 Rising Main St.
Time on the Air: 24 hours daily
Newspaper Affiliation: Pittsburgh Post Gazette
News Service: AP
Transcription Service: Standard Radio; Associated Music Publishers: Lang-Worth

Personnel
President-Station Manager. Frank R. Smith, Jr.
Commercial Manager: Thomas B. Price
Sales Promotion: Paul Jones
Program Director: Fred Joyner
War Program Director: Fred Joyner
Production Manager: David S. Tyson
Chief Announcer: David Tyson
Musical Director: Homer Ochenhirt
Chief Engineer: Ray Harlow

Time on the Air: Local sunrise to sunset
Transcription Service: Lang-Worth; Standard Radio
News Service: UP
Representative: George P. Hollingbery Co.

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: 7336
Studio Address: 533 Penn St.
Transmitter Location: Pomeroy Bldg.
Time on the Air: 7 a.m. to 12 midnight daily; 9 a.m. to midnight Sunday
News Service: UP
Transcription Service: NBC Thesaurus
Representative: William G. Rambeau Co.

Personnel
President: Clifford M. Chafey
Station Manager: Raymond A. Gaul
Sales Manager: Arthur W. Chafey
Program Director: J. Calvin Jackson
Chief Engineer: Edward A. Gurtowski

WAR M
SCRANTON—EST. 1940
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK
Frequency: 1400 Kc.  Power: 250 Watts
Owned-Operated By.  Union Broadcasting Co.
Address: Select Bldg.
Phone Number: 4-1148
Transmitter Location: 721 N. Blakely St., Dunmore, Pa.
Time on the Air: 7 a.m. to midnight
News Service: UP
Transcription Service: NBC Thesaurus
Representative: George P. Hollingbery Co.

Personnel
President & Station Mgr: Martin F. Memolo
Commercial & Promotion Manager: William "Bill" M. Dawson
Program Director: Kenneth Begbold
Chief Announcer: John Von Bergen
Musical Director: Frank Keller
Chief Engineer: Adolph Oschmann
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: 6 a.m. to 1:05 a.m.; Sundays, 7 a.m. to 1:05 a.m.
News Service: AP
Transcription Service: World Broadcasting System
Representative: John Blair & Co.

Personnel
President: Frank Megargee
Station Manager: Robert E. McDowell
Commercial & Sales Manager: Geo. D. Coleman
Program Director: Frank Monaghan
Chief Engineer: Kenneth R. Cooke

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

Personnel
President: Edward J. Lynett
Director: A. J. O’Malley
(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: 6 a.m. to local sunset
Newspaper Affiliation: Sharon Herald

Represented Nationally by George P. Hollingbery Company
**Pennsylvania News Service**

**Associated Music Publishers**

Representative: Howard H. Wilson

**Personnel**

President & General Manager: John Fahnline, Jr.

Commercial Manager: J. T. Van Sweringen

Chief Engineer: A. C. Heck

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**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 9 p.m.

News Service: UP

Transcription Service: Lang-Worth, World

**Personnel**

President-Owner: H. H. Haddon

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**WMBS**

UNIONTOWN—EST. 1937

COLUMBIA BROADCASTING SYSTEM

ATLANTIC SPORTS NETWORK

Frequency: 590 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: 7 a.m. to 1:05 a.m.

News Service: UP

Transcription Service: NBC Thesaurus & Standard

National Representative: Radio Advertising Co.

**Personnel**

President and Station Manager: Joseph C. Burwell

Commercial Manager: Harry Burwell

Program-Production Director: Sullivan Sages

Chief Engineer: William Henzly

Record MC: Harry Ellis

---

N.E. Pennsylvania's Listenable Station for Sports — News — Music

**WBAX**

Wilkes-Barre, Penn.

M.B.S.

John H. Stenger, Jr.

Owner and Licensee

N.E. Pennsylvania's Oldest Station
WBAX
WILKES-BARRE—EST. 1922
MUTUAL BROADCASTING SYSTEM
PENNSYLVANIA NETWORK
Frequency: 1240 Kc. . Power: 100 Watts
Owned-Operated By: John H. Stenger, Jr.
Address: 141 South Main St.
Phone Number: 3-0196
Transmitter Location: East End, Wilkes Barre Twp.
Time on the Air: 7 a.m. to midnight
News Service: Associated UP
Transcription Service: Burns Smith

Personnel
President-Station Manager: John Stenger, Jr.
General Manager: A. W. Grebe
Commercial Manager: Jones Evans
Program & Production Manager: Richard H. Owen
Production Manager: Richard H. Owen
Chief Announcer: Richard Owens
Musical Director: Phil Cusick
Publicity Director: John Stenger, 3rd
Chief Engineer: John Stenger, Jr.

WRAG
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: J. P. McKinney & Son

Personnel
President: E. M. Case
Station Manager: George E. Joy
Commercial Manager: J. Wright Mackey
Program Director: Sarah Jane Person
Production Manager: Irving A. Berndt, Jr.
Chief Announcer: Leon Kelly
Chief Engineer: Louis Persio

IT'S ABOUT "TIME"!

Yes, and when you want "TIME" on a progressive wide-awake station in a rich, productive market, you'll want "TIME" on WRAK

WILLIAMSPORT PENNSYLVANIA

National Representative
J. P. McKinney and Son
New York — Chicago
W J P A
WASHINGTON—EST. 1942
MUTUAL BROADCASTING SYSTEM
THE FRIENDLY STATIONS GROUP
QUAKER NETWORK
PENNSYLVANIA NETWORK
VICTORY NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By. Washington Broadcasting Company
Address .................. George Washington Hotel
Phone Number .................. 4870
Transmitter Location, North Strabane Township
Time on the Air: 7 a.m. to 12:30 a.m.; Sundays, 9 a.m. to 12:30 a.m.
News Service .................. UP
Transcription Service. Lang-Worth, Standard National Representative Spot Sales, Inc.

Personnel
President .................. John Laux
Station-Commercial Manager .................. John M. Croft
Program Director and Commercial Chief Announcer .................. Hunter Reams
Sales Promotion .................. Charles R. DuVall
Publicity Director .................. Patricia Phillips
Musical Director .................. Ellen Jane Smith
Chief Engineer .................. Joseph M. Troesch

(See Page 557)

W B R E
WILKES-BARRE—EST. 1923
NATIONAL BROADCASTING CO.
PENNSYLVANIA NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By. Louis G. Baltimore
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
PENNSYLVANIA

W O R K
YORK—EST. 1932
NATIONAL BROADCASTING COMPANY
MUTUAL BROADCASTING SYSTEM
MASON-DIXON GROUP
TRI-PENN MARKET
Frequency: 1350 Kc. Power: 1000 Watts
Owned-Operated By...York Broadcasting Co.
Business Address...13 S. Beaver St., York, Pa.
Phone Number...6629
Transmitter Location...West Manchester Township, Pa.
Time on the Air...7 a.m. to 1 a.m.
News Service...UP
Transcription Service...Standard Radio, Lang-Worth
Representative...Paul H. Raymer Co.

Personnel
Station Manager...Clair R. McCollough
Station Director and National Sales Manager...J. Robert Gulick
Station-Commercial Manager...Harold Miller
Program Director...Arthur Weeks
Chief Engineer...J. E. Mathiot

WSBA
YORK—EST. 1942
BLUE NETWORK
Frequency: 900 Kc. Power: 1000 Watts
Owned-Operated By...Susquehanna Broadcasting Co.
Address...York, Pa.
Phone Number...2676
Transmitter Location...York
Time on the Air...Daytime License
News Service...AP
Transcription Service...World Broadcasting System
Representative...Spot Sales, Inc.

Personnel
President...Louis J. Appell
Executive Director...Louis Vyner
Commercial Manager...Sydney Robbins
Program Director-Chief Announcer...Otis Morse, 4th
Production Manager & Publicity Director...Roy Baxter
Chief Engineer...Willis Weaver

TRI-PENN MARKET

WKBO
HARRISBURG

WORK
YORK

WGAL
LANCASTER

the Plus buy in the heart of Pennsylvania

These three stations effectively reach a market with 835,000 population, 213,000 radio families and more than $408,000,000 retail sales—all in their Primary Area—not covered by any other station. Write—Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative
PAUL H. RAYMER CO.
NATIONAL BROADCASTING COMPANY
Mutual Broadcasting System

591
HAS A TIME BUYER'S DREAM AREA IN THE SHADOW OF ITS TOWERS!

Latest available figures show 550,298 of Rhode Island's 713,364 souls happily compressed into Providence County... "happily," because of per-capita saving deposits approximately TWO AND ONE-HALF TIMES HIGHER than the nation's average! Here's a Utopian proving ground — compact, and with money to spend for more than mere necessities. What a post-war market!

- SPOT-SELL the vociferously-loyal army of youngsters who listen to Hop Harrigan, Dick Tracy, Terry & The Pirates, Jack Armstrong, Capt. Midnight, and the Lone Ranger. Their product-preferences control much of the buying in most of the homes.

WALLACE A. WALKER
General Manager

STUDIOS AND OFFICES:
Biltmore Hotel, Providence
450 Main St., Pawtucket

Representatives:
THE KATZ AGENCY, INC.
WFCI
PAWTUCKET—EST. 1941
BLUE NETWORK
ATLANTIC COAST NETWORK
Frequency: 1420 Kc. ......Power: 1000 Watts
Owned-Operated By: Pawtucket Broadcasting Co.
Business Address ............. 450 Main Street
Phone Number.................. Perry 9540
Transmitter Location. John St., Lonsdale, R. I.
Time on the Air............. 5:55 a.m. to 1 a.m. daily;
7:55 a.m. to 1 a.m. Sundays; 5 a.m. to 2 a.m.
Saturdays
News Service ..................AP
Transcription Service .......... Standard Radio
Representative............. William G. Rambeau Co.

Personnel
President ................... Howard W. Thornley
Station Manager .......... Wallace A. Walker
Treasurer .................... Frank F. Crook
Commercial Manager ...... Wallace A. Walker
Program Director .......... Harry Moreland
Musical Director .......... Arthur Paquette
Chief Engineer ............. Gilbert Johnson

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 2 a.m.
News Service ................ AP & INS
Representative.............. Edward Petry Co., Inc.

Personnel
President ....................... Wm. H. O'Neil
General Manager .......... John Shepard, 3rd
Station & Commercial Manager . Joseph Lopez
Promotion-Publicity Director. James S. Powers
Program Director .......... Rose M. Powers
Production Manager ......... Don Morton
Chief Engineer ............. Harry Tilley

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 ............. Gaspee 1071
Transmitter Location ...... Wamponoag Trail,
East Providence, R. I.
Time on the Air .............. Unlimited License
Transcription Service ....... World Broadcasting System
Representative ............ Weed & Company

Personnel
President ................. Mortimer L. Burbank
Station-Commercial Manager. John J. Boyle
Musical Director .......... Earl Shean
Production Manager ...... M. Sothern Abbott
Chief Engineer .......... Thomas Prior
SERVING THE SMALLEST STATE
IN THE BIGGEST WAY

WPRO
PROVIDENCE

630 KC  5000 WATTS

Basic Columbia
IN NEW ENGLAND'S SECOND MARKET
RHODE ISLAND-SOUTH CAROLINA

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
Representative.............Paul H. Raymer Company

Personnel
General Manager.............Fred R. Ripley
Program Director.............Morton I. Blender
Promotion Manager .........Virginia M. R. Benson
Educational Director........Mollie B. Cherry
Musical Director.............Edwin F. Drew
Chief Engineer.............John V. Ferr

SOUTH CAROLINA

For Latest U. S. Census Population And Radio Homes Data And
Statistics on “Shifting Population” Please Turn To Pages 273-287

WAIM ANDERSON—EST. 1935
COLUMBIA BROADCASTING SYSTEM
Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By........Wilton E. Hal
Address .............Anderson College
Studio Address ..........Anderson College, S. C.,
Clemson College, S. C.
Phone Numbers .............800, 1444
Transmitter Location ..Anderson College
Time on the Air ..........6 a.m.-12:05 a.m.
Newspaper Affiliation Anderson Independent; Doily Mail
News Service .............INS
Transcription Service: C. P. MacGregor: World Broadcasting System; also Lang-Worth

Personnel
Owner .....................Wilton E. Hall
Commercial Manager......G. Paul Browne
Program Director..........Randy Davison
Production Director ......D. McCoy
Artists Bureau ............Carroll Lee
Chief Engineer .............Randy Davison

WTMA CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.
Frequency: 1250 Kc....Power: 1000 Watts
Owned-Operated By........Atlantic Coast Broadcasting Company
Business Address ..........135 Church St.
Phone Number .............2-2961; 2-2962
Studio Address ..........133 Church St., S. Andrews Parish
Transmitter Location ..Albemarle, S. C.
Time on the Air ..........6 a.m. to midnight; Sundays, 8 a.m. to midnight
Newspaper Affiliation ....News & Courier: Charleston Evening Post
News Service .............AP
Transcription Service .........Standard Radio & Thesaurus

WCSC CHARLESTON—EST. 1930
COLUMBIA BROADCASTING SYSTEM
Frequency: 1390 Kc...Power: 1000 d.; 500 n.
Owned-Operated By........John M. Rivers
Address .............Francis Marion Hotel
Phone Numbers .........7611; 7612
Transmitter Location ....Windemere, S. C.
Time on the Air ..........6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12:05 a.m.
WCSC thinks
CBS is tops...BUT!

Good as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. since 1938 by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball to the middle-aged teams of local business firms. Johnny Ostrom is Charleston's "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, successful programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
Personnel
Station Manager ............... R. E. Bradham
Commercial Manager ........... W. P. Speight
Program Director ............ A. F. Witte
Chief Engineer ............... D. M. Bradham

W COS
COLUMBIA—EST. 1939
BLUE NETWORK
Frequency: 1400 Kc. ....... Power: 250 Watts
Owned-Operated By ......... Carolina Broadcasting Corp.
Address ...................... 1202 Main St.
Phone Number ............... 25601
Transmitter Location ......... 200 Senate St.
Time on the Air .......... 6 a.m. to midnight
News Service .............. AP
Transcription Service ........ Standard Radio
Representative ............... Howard Wilson

Personnel
President ..................... H. F. Kinscey
General Manager ............. W. C. Bochman
Program Director ............ Moody McElveen
Record M.C. & Production ... Dave Campbell
Chief Engineer ................ Harry Clippard

WIS
COLUMBIA—EST. 1930
NATIONAL BROADCASTING COMPANY
Frequency: 560 Kc. .... Power: 5000 Watts
Owned By ..................... The Surety Life Insurance Company
Operated By .................... Radio Station WIS
Address ...................... 1811 Main Street
Phone Number .......... 2-2135; 2-2136
Transmitter Location ...... Bluff Road
Time on the Air .......... 6 a.m. to 12:05 a.m.
News Service .............. UP
Transcription Service ...... Lang-Worth
Representative ............... Free & Peters, Inc.

Personnel
President ..................... Herman N. Hipp
Station Manager ........... G. Richard Shafts
Commercial Manager ......... J. D. Saumenlg
Program Director .......... Ray A. Furr
Production Manager-Chief . Announcer ............... Jack Peterson
Chief Engineer ................ Joseph Davenport

WO LS
FLORENCE—EST. 1939
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
PALMETTO STATE NETWORK
Frequency: 1230 Kc. .... Power: 250 Watts
Owned-Operated By ........ Florence Broadcasting Co., Inc.
Operated By ................. M. F. Schnibben
Address ..................... 129 South Dargan
Phone Number ............... 48
Transmitter Location ...... Charleston Highway
Time on the Air .......... 7 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 10 p.m.
News Service .............. UP
Transcription Service ...... Lang-Worth
Representative ............... Cox & Tanz

Personnel
Owner ......................... M. F. Schnibben
Station Manager ............ Nat L. Royster
Program Director-Chief Announcer .............. Raymond Caddell
Publicity Director ........ Nat L. Royster
Musical-War Program Director . Claude Putnam
Chief Engineer ................ Herman Hanks

WF BC
GREENVILLE—EST. 1933
NATIONAL BROADCASTING CO.
Frequency: 1330 Kc. .... Power: 5000 Watts
Owned-Operated By ........ Greenville News Piedmont Co.
Address ...................... Poinsett Hotel
Phone Number ............... 362; 363
Transmitter Location ...... Gannet, S. C.
Time on the Air .......... 6 a.m. to 12 midnight
Newspaper Affiliation ...... Greenville News;
Greenville Piedmont
News Service .............. UP
Transcription Service ...... NBC Thesaurus
Representative............. Weed & Co.: B. Frank Cook
(Atlanta, Ga.)

Personnel
President ..................... Roger C. Peace
Station Manager ............. B. T. Whitmore
Commercial Manager ........ Robert Glass
Program-Production Director . Alice Wyman
Publicity Director .......... Dr. Nicholas P. Mitchell
Chief Announcer ............ Charlie Davis
Musical Director ............ Marcia Wyche
Chief Engineer ................ W. C. Etheredge

WKIX
COLUMBIA
Frequency: 1490 Kc. .... Power: 250 Watts
Owned By ..................... Inter-City Adv. Co.
* Construction Permit.

WMRC
GREENVILLE—EST. 1940
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1490 Kc. .... Power: 250 Watts
Owned-Operated By: Textile Broadcasting Company, Inc.
Business Address: Prevest Bldg.
Phone Number: 5730
Studio Address: Prevest Building
Transmitter Location: 400 Mayberry Street
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:30 a.m. to 12 midnight
News Service: AP
Transcription Service: World National Representative, Burns Smith Co., Inc.

**Personnel**

President: Robert A. Jolley
Station Manager: W. Ennis Bray
Commercial Manager: C. B. Denison
Program-Musical Director: James Klosky
War Program Director: Moddell Howell
Chief Engineer: George D. Tate

**WCRS**

GREENWOOD—EST. 1941
NATIONAL BROADCASTING CO.
KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. Power: 250 Watts
Owned-Operated By: Grenco, Inc.
Address: Greenwood
Phone Number: 4300
Transmitter Location: Greenwood
Time on the Air: Unlimited license
News Service: AP
Transcription Service: Standard Radio

**Personnel**

President: Douglas Featherstone
Station Manager: Dan Crosland
Program Director: Newton S. Smyth
Chief Engineer: E. C. Niemann

**WRHI**

ROCK HILL—EST. 1944

Frequency: 1340 Kc. Power: 250 Watts
Owned and Operated By: York County Broadcasting Co.
Address: Rock Hill National Bank Bldg.
Phone Number: 294
Time on the Air: Unlimited license
News Service: AP

**Personnel**

General Manager: James S. Beatty, Jr.
Commercial Manager: Albert S. Drew
Chief Engineer: James S. Beatty, Jr.

**WORD**

SPARTANBURG—EST. 1940
BLUE NETWORK

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Spartanburg Advertising Company
Address: 224 E. Main St.
Phone Number: 2900
Transmitter Location: 2 1/2 miles Northeast of Spartanburg
Time on the Air: 6 a.m. to 12 midnight
News Service: Associated
Transcription Service: NBC Thesaurus

**Personnel**

President: J. M. Bryan
Station Manager: Frank R. Knutti
Chief Engineer: Clyde Burdette

**WSPA**

SPARTANBURG—EST. 1929
COLUMBIA BROADCASTING SYSTEM

Frequency: 950 Kc. Power: 5000 d.; 1000 n.
Owned-Operated By: Spartanburg Advertising Company
Address: 224 E. Main St.
Phone Number: 2900
Transmitter Location: 2 1/2 miles Northeast of Spartanburg
Time on the Air: 6 a.m. to 12:05 a.m.

**Personnel**

President: A. B. Taylor
Vice-President-General Manager: Walter J. Brown
Assistant General Manager: John W. Kirkpatrick
Director of Public Relations: Roger A. Shaffer
Program Director: Harold B. Shaw
Chief Engineer: Harold Beckholt

**WFIG**

SUMTER—EST. 1940
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Station WFIG, Inc.
Address: 39 North Main Street
Phone Number (Studio): 1340
Transmitter Location: Highway No. 76
Time on the Air: 7:00 a.m. to 12 midnight; Sunday 8 a.m. to midnight
News Service: Associated
Transcription Service: Keystone Broadcasting System

**Personnel**

President-Station Manager: Julius S. Brody
V.-P.-Sec'y: T. Doug Youngblood
Commercial Manager: T. Douglas
Chief Engineer: Neil Shubert
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

Personnel
President .................. H. C. Jewett, Jr.
Station, Commercial, Sales
Manager ................... A. A. Fahy
Program Director .......... Lois M. Clocksin
Chief Engineer ............ Delbert Hunt

KGFX
PIERRE—EST. 1916
KEYSTONE BROADCASTING SYSTEM
Frequency: 630 Kc........ Power: 200 Watts
Operated By ............... Ida A. McNeil
Address .................. 203 West Summit Ave.
Phone Number ............. 351
Transmitter Location....... 203 West Summit Ave.
Time on the Air .......... 9:30 a.m. to sunset
News Service .............. UP
Transcription Service ........ Keystone Broadcasting System
Representative ........... Cox & Tanz

Personnel
Director .................. Ida A. McNeil
Chief Engineer ............ Robert H. Dye

KOTA
RAPID CITY—EST. 1936
NATIONAL BROADCASTING COMPANY
Frequency: 1380 Kc........ Power: 5000 Watts
Owned-Operated By........ Black Hills Broadcast Company
of Rapid City
Address .................. Alex Johnson Hotel
Phone Number ............. 2000
Transmitter Location..... 3 miles South of Rapid City
Time on the Air .......... 6 a.m. to 11 p.m. weekdays;
7 a.m. to 11 p.m. Sundays

News Service ................. UP
Transcription Service .... Lang-Worth; Thesaurus:
Standard
Representative ............ The Walker Company

Personnel
President .................. Robert J. Dean
Station-Commercial Manager........ Robert J. Dean
Program Director-Production...
Manager .................... Rolf Herterg
Publicity Director .......... Ruth Miller
Artists Bureau Head......... Ruth Miller
Chief Engineer ............. A. E. Griffiths
Chief Announcer ............ Carl Glenn
Musical Director .......... John E. Simpson
Director of War Programs... Lillian Ross
Sales Manager ............. Albert Ziegler

WCAT
RAPID CITY—EST. 1921
SIOUX FALLS—EST. 1937
NATIONAL BROADCASTING COMPANY
Frequency: 1230 Kc........ Power: 100 Watts
Owned-Operated By........ South Dakota State
School of Mines and Technology
Address .................. East St. Joseph Street
Phone Number ............. 1600
Transmitter Location ...... St. Joe Street and
Birch Avenue
Time on the Air .......... 11 a.m. to 1 p.m.
News Service .............. AP
Transcription Service ....... Standard Radio

Personnel
President .................. Joseph P. Connolly
Station Manager .......... C. M. Rowe
Program Director .......... Scott Burril
Chief Engineer ............. E. E. Clark
(Non-Commercial Station)

KELO
SOUTH DAKOTA

**Personnel**

President ............................................. Joseph Henkin  
Station Manager ................................. Morton Henkin  
Vice-President in Charge  
  of Sales ........................................ George R. Hahn  
Vice-President, Treasurer &  
Sales Promotion Manager .......... S. Fantle, Jr.  
Program Director ......................... Verl Thomson  
Chief Engineer ................................. Max Staley

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**KS 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. 12  
Time on the Air .............. 5:45 a.m. to local sunset  
News Service .................. AP  
Transcription Service ...... NBC Thesaurus  
Representative .............. Howard H. Wilson

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**KW 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 ................ AP

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**W N A X**  
**YANKTON—EST. 1927**  
**COLUMBIA BROADCASTING SYSTEM**  
**IOWA BROADCASTING COMPANY**

Frequency: 570 Kc. .......... Power: 5000 Watts  
Owned-Operated By .......... WNAX Broadcasting Co.  
Address ..................... Yankton  
Phone Number ................ 443  
Transmitter Location ...... Yankton  
Time on the Air .............. 6 a.m. to 12:05 a.m.  
Newspaper Affiliation: Des Moines Register & Tribune  
News Service .................. AP; UP  
Transcription Service ...... Standard Radio  
Representative .......... The Katz Agency

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**K U S D**  
**VERMILLION—EST. 1922**

Frequency: 920 Kc. .......... Power: 500 Watts  
Owned-Operated By .......... University of South Dakota  
Address ..................... Union Building  
Phone Number .................. 601  
Transmitter Location ...... Science Hall  
Time on the Air ............. 3 p.m. to 6 p.m.; Sunday 3:30 p.m. to 6 p.m.

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**Personnel**

President .......................... Gardner Cowles, Jr.  
General Manager .................. Don E. Inman  
Sales Promotion Manager ...... James H. Allen  
Program Director ................ Gene P. Lofliner  
Director of War Programs .... Arthur J. Smith  
Production Manager ............. Al Constant  
Musical Director ................ Rex Hayes  
Chief Engineer .................. Clifton M. Todd

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(611)
WOPI
BRISTOL—EST. 1929
NATIONAL BROADCASTING CO.
DANIEL BOONE NETWORK
Frequency: 1490 Kc.........Power: 250 Watts
Owned-Operated By. Radiophone Broadcasting
Station WOPI, Inc.
Address .................. 410 State St.
Phone Number ............. WOPI
Transmitter Location ...... Old Abingdon Pike, 
Washington County, Va.
Time on the Air ........... 6:30 a.m. to 11:30 p.m.
News Service .............. AP
Transcription Service ...... NBC, World
Representative .............. Burn-Smith Co.

Personnel
President and General Manager, W. A. Wilson
Commercial Manager ........ R. L. Russell
Program Director .......... Fey Rogers
Publicity Director .......... Mrs. Audrey Hassinger
Continuity Director ........ Marjorie Freels
Chief Engineer ............... Robert Smith

WAPO
CHATTANOOGA—EST. 1936
NATIONAL BROADCASTING CO.
Frequency: 1150 Kc........Power: 5000 d.; 1000 n.
Owned-Operated By .......... WAPO Broadcasting
Service
Address .................. Read House
Phone Number ................ 6-8141
Transmitter Location ...... Pineville Road
Time on the Air ........... 5:30 a.m. to 12 Midnight
News Service .............. AP
Transcription Service ...... NBC, Thesaurus
Representative .............. Headley-Reed Company

Personnel
Owner .......... Mrs. W. A. Patterson
General Manager .......... R. G. Patterson
Local Sales Manager ...... R. N. Krepps
National Sales Manager . Helen H. Patterson
Program-Publicity Director . Helen Patterson
Chief Announcer .......... Bob Bosworth
Artists' Bureau Head ...... Louise Harley
Musical Director .......... William Krug
Chief Engineer .......... B. B. Barnes

WDOD
CHATTANOOGA—EST. 1925
COLUMBIA BROADCASTING SYSTEM
Frequency: 1310 Kc........Power: 5000 Watts
Owned-Operated By .......... WDOD Broadcasting
Corporation
Address ................ Hamilton National Bank Building
Phone Number ................ 6-5117
Transmitter Location ...... Baylor School
Time on the Air ........... 5:30 a.m. to 12:05 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service .............. UP
Transcription Service ...... Langworth, World
Representative .............. Paul H. Raymer Co.

Personnel
Co-Owners .......... Earl W. Winger, 
Norman A. Thomas
General Manager .......... Earl W. Winger
Commercial Manager ...... Carter M. Parham
Sales Promotion Manager .. Cliff W. Bowers
Program Manager .......... Gene Wilkey
Chief Announcer .......... Douglas Davies
Musical Director .......... John Tessonere
Chief Engineer .......... J. C. Vessels

WJZM
CLARKESVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc........Power: 250 Watts
Owned-Operated By .......... Wm. Kleeman

For Latest U. S. Census Population And Radio Homes Data And
Statistics on “Shifting Population” Please Turn To Pages 273-287
Here are the facts you should know about Station WMC Memphis:

- Owned and operated by The Commercial Appeal
- 5000 watts day and night
- NBC Network — The World’s Finest!
- Outstanding producer of local and regional shows!
- The Mid-South’s favorite station — (Latest Hooper reports)
- Covering a daytime area of more than 2,000,000 people
- National representatives, The Branham Company

"No wonder it's the station that most people listen to most in the Mid-South!"
Address: Masonic Bldg., Commerce and Third Street
Phone Number .................................. 499
Transmitter Location ................................ One mile southeast
Time on the Air: 6 a.m. to 11 p.m.; Sundays, 8 a.m. to 10 p.m.
News Service .................................. AP
Transcription Service ................................ World
Representative .................................. Cox & Tanz

Personnel
Owner ..................................... Wm. Kleeman
Station Manager ................................ W. E. Williams
Commercial-Sales Promotion Manager ............. Helen Wallace
Program Director ................................ W. E. Williams
Chief Announcer ................................ Clay Cline, Jr.
Chief Engineer .................................. John Bailey

WHUB
COOKEVILLE—EST. 1940
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. .................. Power: 250 Watts
Owned-Operated By ................................ WHUB, Inc.
Address .................................. Southern Continental 200
Phone Number .................................. 807 Hickory Street
Transmitter Location ................................ 807 Hickory Street
Time on the Air .................................. 6 a.m. to 10 p.m.
News Service .................................. AP
Transcription Service ................................ .Keystone Broadcasting System

Personnel
President-Chief Owner .......................... M. L. Medley
Chief Announcer ................................ Grady Lemons
Chief Engineer .................................. Charles Burch

WTJS
JACKSON—EST. 1931
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1390 Kc. .................. Power: 1000 Watts
Owned-Operated By ................................ Sun Publishing Company
Address .................................. 104 West Baltimore St.
Phone Number .................................. 3340
Transmitter Location ................................ Highway 45
Time on the Air .................................. 7 a.m. to 12 midnight
News Service .................................. The Jackson Sun
Transcription Service ................................ Standard Radio
Representative .................................. The Brambah Company

Personnel
President .................................. A. A. Stone
Station-Commercial Manager .................. A. B. Robinson
Program-Publicity Director .................. Ottils Roush
Musical Director-Artists' Bureau Head, .................................. James Allen
Chief Announcer ................................ Paul Moore
Chief Engineer .................................. B. C. Brummell

WJHL
JOHNSON CITY—EST. 1938
THE BLUE NETWORK
Frequency: 910 Kc. .................. Power: 1000 Watts
Owned-Operated By ................................ WJHL, Inc.
Business Address ................................ 412 S. Roan St.
Phone Number .................................. WJHL
Transmitter Location ................................ R.F.D. No. 4
Johnson City
Time on the Air .................................. 6 a.m. to 12 midnight
News Service .................................. UP & AP
Transcription Service ................................ Standard Radio
Representative .................................. Howard H. Wilson

WKPT
KINGSPT—EST. 1940
NATIONAL BROADCASTING CO.
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
Representatives .................................. Burn-Smith Co.;
Harry Cummings

WBIR
KNOXVILLE—EST. 1941
MUTUAL BROADCASTING SYSTEM
BLUE NETWORK
Frequency: 1240 Kc. .................. Power: 250 Watts
Owned-Operated By ................................ American Broadcasting Corp.
Address .................................. 406 W. Church St.
Phone Number .................................. 4-3321
Transmitter Location ................................ Brooks Road & Wilder Place
Time on the Air .................................. 139 hours weekly
News Service .................................. UP
Transcription Service ................................ Standard Radio
Representative .................................. John E. Pearson
**Personnel**

President.........................Gilmore N. Nunn  
Station-Commercial Manager...........John P. Hart  
Chief Engineer.....................J. Rex Horton

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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 12 midnight; Sundays, 5:30 a.m. to 12 midnight  
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: 1000 d.; 500 n.  
Owned-Operated By........Stuart Broadcasting Co.  
Business Address........Hamilton Bank Bldg.  
Phone Number.............2-7111  
Studio Address............Hamilton Bank Bldg.  
Time on the Air: 5 a.m. to 12 midnight; Sundays, 6 a.m. to 12 Midnight  
News Service ..................AP  
Transcription Service........NBC Thesaurus: World  
Representative ...............John Blair & Co.

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**WHBQ**

MEMPHIS—EST. 1925  
MUTUAL

Frequency: 1400 Kc........Power: 250 Watts  
Owned-Operated By........Broadcasting Station WHBQ, Inc.  
Address .........................Hotel Gayoso  
Phone Number .....................8-6885  
Transmitter Location........46 Neely St.  
Time on the Air..............24 hours daily  
News Service .....................AP  
Transcription Service........Lang-Worth Representative........William G. Rambeau Co.

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**WREC**

MEMPHIS—EST. 1922  
COLUMBIA BROADCASTING SYSTEM

Frequency: 600 Kc........Power: 5000 Watts  
d/b as WREC Broadcasting Service  
Address .........................Hotel Peabody  
Phone Number .....................5-1313  
Transmitter Location........Memphis  
Time on the Air..............Unlimited license  
News Service .....................UP  
Transcription Service........World Broadcasting System; Lang-Worth Representative .............The Katz Agency

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**WMC**

MEMPHIS—EST. 1923  
NATIONAL BROADCASTING CO.  
SOUTH CENTRAL QUALITY NETWORK

Frequency: 790 Kc........Power: 5000 Watts  
Owned-Operated By........Memphis Publishing Co.  
Address .........................Goodwyn Institute  
Phone Number .....................8-7464  
Transmitter Location........Five Points, Tenn.  
Time on the Air..............6 a.m. to 12 midnight  
Newspaper Affiliation........Memphis Commercial Appeal
News Service .......................... UP
Transcription Service ............. NBC Thesaurus: Lang-Worth; Standard; Sesac
Representative .......................... The Branham Co.

Personnel
Station Manager ..................... H. W. Slavick
Commercial Manager ................. Cliff Goodman
Assistant Commercial Manager .... Cliff Goodman
Program Director ..................... Bob Atherton
Production Manager ................. Bill Trotter
Chief Engineer ....................... E. C. Frase, Jr.

(See Page 602)

WMPS
MEMPHIS—EST. 1930
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 1460 Kc.  Power: 1000 d.; 500 n.
Owned-Operated By ............. Memphis Broadcasting Company
Address .......................... Columbian Tower, 62 North Main Street
Phone Number ....................... 5-2721
Transmitter Location .............. 1890 South Lauderdale
Time on the Air: 6:30 a.m. to 12 midnight; Sundays, 7:30 a.m. to 11:45 p.m.
Newspaper Affiliation ............. Memphis Press-Scimitar
News Service ........................ UP
Transcription Service .............. Standard Radio; Associated Representative: Spot Sales, Inc.

Personnel
President ............................ Jack R. Howard
Station Manager—Program Director . Harold R. Krelstein
Merchandising Manager .......... Robert Hobgood
Director of War Programs . Francis Chamberlin
Chief Engineer ...................... J. G. Deaderick

WLAS
NASHVILLE—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1510 Kc.  Power: 50000 Watts
Owned By ............................. J. T. Ward, d/b as WLAC Broadcasting Service
Operated By ......................... WLAC Broadcasting Service
Address ......................... Third National Bank Bldg.
Phone Number ....................... 6-0161
Transmitter Location .............. Dickerson Road
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7 a.m. to midnight
News Service ........................ UP
Transcription Service .............. World Broadcasting System; NBC Thesaurus
Representative ..................... Paul H. Raymer Co.

Personnel
Owner .................................. J. T. Ward
General-Commercial Manager .... F. C. Sowell
Promotion Manager ................. Chas. L. Andrews
Chief Engineer ...................... F. D. Binns

WSIX
NASHVILLE—EST. 1927
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
Frequency: 980 Kc.  Power: 5000 Watts
Owned-Operated By ............. WSIX, Inc.
Address .......................... Nashville Trust Building
Phone Number ....................... 5-5431
Transmitter Location .............. Northeast of Nashville
Time on the Air: 6 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service ........................ AP
Transcription Service .............. Standard Radio; C. F. MacGregor; Lang-Worth
Representative ..................... Spot Sales, Inc.

Personnel
President—Station Manager .......... Jack M. Draughon
Commercial Manager ............... Eugene S. Tanner
Program—Production Manager .... Jack Wolfe, Jr.
Publicity Director .................. R. L. Chaudoin
Chief Engineer ........................ Bascom E. Porter

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 .................... National Building
Phone Number ....................... 6-7181
Studio Address ..................... Seventh Avenue and Union Street
Transmitter Location: Calendar Road, Williamson County, Tenn. (R.F.D. Franklin)
Time on the Air: 18 hours daily; Sundays, 17 hours
News Service ........................ AP: INS
Transcription Service .............. Associated Music Publishers, Lang-Worth
Representative ..................... Edward Petry & Co., Inc.

Personnel
Executive Vice-President .......... Edwin W. Craig
Station Manager ..................... Harry L. Stone
Sales Manager ....................... Dean R. Upson
Artists' Bureau Head .............. Ford Rush
Musical Directors, Pietro Brescia, Beasley Smith
Acting Chief Engineer ............. George Reynolds
When you get away from the 4 major cities in Texas (which embrace only 17.3% of Texas population) you are in the small communities and rural area comprising 82.7% of the radio listeners in Texas.

And, any type of survey will bear out the fact that the folks in the "Texas State Network" area listen more hours of the day to their nearby home-town "T.S.N." station because of the high quality programs fed by "MUTUAL" and the "BLUE" (and delivered with less interference) to the strategically located "T.S.N." stations.

Here are the facts about the area you can cover on the 15 Texas State Network Stations in one simple operation.

Population ........................................ 4,255,000
Families ............................................ 1,107,260
Native White ....................................... 3,478,700
Retail Outlets ..................................... 54,629
Retail Sales ....................................... $1,030,794,000
Food Stores ....................................... 16,257
Food Store Sales ................................. $245,567,000
Gen. Mdse. Stores .................................. 2,044
Gen. Mdse. Sales ................................. $159,595,000
Apparel Stores .................................... 1,835
Apparel Sales ...................................... $60,835,000
Lbr. & Hdw. Stores ............................... 2,464
Lbr. & Hdw. Sales ............................... $86,858,000
Drug Stores ....................................... 2,166
Drug Store Sales ................................. $49,693,000

* T.S.N. area covers 149 Texas Counties, 11 in Oklahoma and 7 in Arkansas.

To cover this immense area with maximum effectiveness you need "T.S.N."

THE TEXAS STATE NETWORK, Inc.
1201 West Lancaster
FORT WORTH 2, TEXAS

National Representative, WEED and COMPANY
New York Detroit Chicago San Francisco Boston Hollywood
For Latest U. S. Census Population And Radio Homes Data And Statistics on “Shifting Population” Please Turn To Pages 273-287

**KRBC**

**ABILENE—EST. 1936**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By: Reporter Broadcasting Company
Address ........................................... Abilene
Phone Number ................................ 6255
Transmitter Location ......................................... 341 Ambler Avenue
Time on the Air: 6:30 a.m. to 11 p.m.
Newspaper Affiliation: Abilene Reporter-News
News Service .............................................. AP
Representative ............................................ John E. Pearson Co.

**Personnel**

President: M. B. Hanks
Vice-President & Managing Director: Howard Barrett
Local Sales Manager: A. C. Etter
Chief Engineer: J. B. Casey

**KFDA**

**AMARILLO—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

Frequency: 1230 Kc.  Power: 250 Watts
Owned-Operated By: Amarillo Broadcasting Corporation
Address ........................................... 109 East 5th St.
Phone Number ................................ 5343
Transmitter Location: 109 East 5th St.
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service .............................................. INS

**Personnel**

President: Gilmore N. Nunn
Station-Commercial Manager: H. P. Roberson
Sales Promotion Manager-Program Director: Bonnie Bennett
Chief Engineer: Howard Blaker

**KGNC**

**AMARILLO—EST. 1922**

**NATIONAL BROADCASTING CO.**

**LONE STAR CHAIN**

Frequency: 1440 Kc.  Power: 5000 d.; 1000 n.
Owned-Operated By: Plains Radio Broadcasting Company
Address ........................................... Radio Building, 8th & Harrison
Phone Number ................................ 4242
Transmitter Location ........................................... Bellaire Park
Time on the Air: 6 a.m. to 12 midnight

Newspaper Affiliations: Amarillo Daily News; Amarillo Globe; Lubbock Avalanche Journal
News Service .............................................. UP
Transcription Service ................................ NBC Thesaurus, Standard
Representative: Taylor Howe Snowdon, Radio Sales

**KNOW**

**AUSTIN—EST. 1924**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

**TEXAS STATE NETWORK**

Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By: Frontier Broadcasting Company, Inc.
Address ........................................... 520 Norwood Building
Phone Number ................................ 2-6213
Transmitter Location: Fifth & Tillery Streets
Time on the Air: 6 a.m. to 12 midnight
News Service .............................................. UP
Representative .............................................. Weed & Co.

**Personnel**

President: H. M. Fentress
Station Manager: Hardy C. Harvey
Commercial Manager: Marion H. Coleman
Sales Promotion Manager: Joseph E. Roski
Chief Engineer: James Lewis

**KTBC**

**AUSTIN—EST. 1939**

**COLUMBIA BROADCASTING SYSTEM**

Owned-Operated By: State Capital Broadcasting Association
Address ........................................... P.O. Box 717
Phone Number ................................ 2-2424
Transmitter Location: Dallas Highway
Time on the Air: 6 a.m. to 12 Midnight
News Service .............................................. AP
Transcription Service ................................ Standard
Representative: The Branham Co.

**Personnel**

President: Claudia T. Johnson
General Manager: Harfield Weedon
Sales Manager: R. J. Crissey
Publicity-War Program Director: J. Mabel Clark
Chief Engineer: M. W. Jelfus
**KFD M**

**BEAUMONT—EST. 1924**

BLUE NETWORK

Frequency: 560 Kc. . Power: 1000 Watts
Owned-Operated By: Beaumont Broadcasting Corp.
Address: P.O. Box 2950
Phone Number: 3883
Transmitter Location: Cor. Doucette & Grove Streets
Time on the Air: 6 a.m. to 2 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Howard H. Wilson Co.

**Personnel**

President: C. W. Snider
General-Commercial Manager: C. B. Locke
Sales Promotion Manager: H. Caldwell
Program Director: B. R. Patterson
Chief Announcer: Bob Liggett
Chief Engineer: L. M. Sanders

**KRIC**

**BEAUMONT EST.—1938**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1450 Kc. . Power: 250 Watts
Owned-Operated By: KRIC, Inc.
Address: 130 Wall Street
Phone Number: 4200
Transmitter Location: 130 Wall Street
Time on the Air: 6 a.m. to 12 midnight
Newspaper Affiliation: Beaumont Enterprise
News Service: AP
Transcription Service: World Broadcasting
Representative: The Branham Company

**Personnel**

General Manager: Jack Neil
Sales Manager: G. L. Kirk
Program Director: Lorraine Kelley
Publicity Director: Martha Swafford
Musical Director: Mary Bond Campbell
Chief Engineer: Ben Hughes

**KBS T**

**BIG SPRING—EST. 1936**

MBS—TEXAS STATE NETWORK

Frequency: 1480 Kc. . Power: 100 Watts
Owned-Operated By: Big Spring Herald Broadcasting Company
Address: 702 Johnson Street
Phone Number: 1500
Transmitter Location: 1¼ miles northeast of town
Time on the Air: 7 a.m. to 9:30 p.m.
Newspaper Affiliation: Big Spring Herald
News Service: AP
Representative: John E. Pearson Co.

**K NE L**

**BRADY—EST. 1935**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. . Power: 250 d.; 100 n.
Owned-Operated By: G. L. Burns
Business Address: Gibbons
Phone Number: 77
Transmitter Location: East Brady, Texas
Time on the Air: Unlimited license
Representative: Cox & Tann

**Personnel**

General Manager: G. L. Burns
Commercial Director: J. S. Sloan

**KEE W**

**BROWNSVILLE—EST. 1937**

KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. . Power: 250 d.; 100 n.
T E X A S

Owned-Operated By .......... G. L. Burns
Business Address ............. 3700 San Benito Highway
Phone Number .................. 1273
Transmitter Location ............. San Benito Road
Time on the Air ............. 6 a.m. to 9 p.m.
News Service ................ INS

Personnel
General Manager .......... G. L. Burns
Program-Production Director .......... Forest Cox
Chief Engineer .......... Dorman Patton

K B W D
BROWNWOOD—EST. 1941
Frequency: 1380 Kc. Power: 1000 d.; 500 W
Owned-Operated By .......... Brown County Broadcasting Co.
Address .................. 800 Hawkins Street
Phone Number ................. 2401
Transmitter Location .......... Williams Ranch Road.
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7:30 a.m. to 10:30 p.m.
News Service ................ AP
Transcription Service .......... NBC Thesaurus Representative .......... The Walker Co.

Personnel
Station Manager .......... Wendell Mayes
Commercial Manager .......... Ingram S. Roberts
Program-Publicity Director .......... Pat Lawrence
Production Manager .......... Dorthea Dunlap
Chief Engineer .......... A. W. Stewart

W T A W
COLLEGE STATION—EST. 1921
BLUE NETWORK
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By .......... College of Texas
Address ................. College Station
Phone Number .............. 4-6724
Transmitter Location .......... College Station
Time on the Air: Sun-up to Sun-down
News Service ............. AP
Transcription Service .......... World

Personnel
Station-Commercial Manager .......... Ted P. Hills
Promotion-Program Director .......... Evelyn Brangan
Chief Engineer .......... H. C. Dillingham

K E Y S
CORPUS CHRISTI—EST. 1940
COLUMBIA BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned By: Earl C. Dunn, Charles W. Rossi, H. B. Lockhart and E. C. Hughes
Operated By .......... Nueces Broadcasting Co.
Address ................. Center Theater Bldg.
Phone .................. 2-7411
Transmitter .......... Shell Rd. near Corpus Christi
Time on the Air .......... 6 a.m. to 12 Midnight
News Service ........ AP
Transcription Service .......... World Representative .......... Forjoe Co.

Personnel
Station & Commercial Manager .......... E. C. Hughes
Asst Manager .......... Fred Burr
Program-Production Director .......... Jack Sharpe
Chief Engineer .......... Earle C. Dunn

K R I S
CORPUS CHRISTI—EST. 1937
NATIONAL BROADCASTING CO.
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK
Frequency: 1380 Kc. Power: 1000 Watts
Owned-Operated By .......... Gulf Coast Broadcasting Company
Address ............... Robert Driscoll Hotel
Phone Number .......... 6354
Transmitter Location .......... Corpus Christi
Time on the Air: Unlimited License
Newspaper Affiliation .......... Caller-Times
News Service .......... AP
Transcription Service .......... Standard Representative .......... The Branham Company

Personnel
General Manager .......... T. Frank Smith
Chief Engineer .......... Robert S. Bush

K W B U
CORPUS CHRISTI—EST. 1943
Frequency: 1010 Kc. Power: 50,000 Watts
Owned & Operated By .......... Century Broadcasting
Address .......... 912 Commerce St., Dallas, Texas
Phone .................. Riverside 6381
Transmitter Location .......... Gregory
Time on the Air: Daytime License
News Service .......... AP
Representatives .......... Homer Hogan & Co.,
John E. Pearson

Personnel
President .......... Carr P. Collins

K A N D
CORSICANA—EST. 1937
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Navarro Broadcasting Association
Business Address .......... P. O. Box 959
Phone Number .......... 141

609
Down in Texas and the Great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations — on a Clear Channel at 820 Kc.

DALLAS  
WFAA-WBAP  FORT WORTH
LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

National Representatives...EDWARD PETRY & CO.
AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY
Transmitter Location 1/2 mile north of Corsicana Highway No. 75
Time on the Air 18 hours daily
News Service AP & UP Representatives Hal Holman Co., The Walker Co.

**Personnel**
President J. C. West
Station Manager Aubrey H. Eacoe
Chief Engineer Eugene R. Hellums

**KRLD**
DALLAS—EST. 1926
COLUMBIA BROADCASTING SYSTEM
Frequency: 1080 Kc. Power: 50000 Watts
Owned-Operated By KRLD Radio Corp.
Address Hotel Adolphus
Phone Number Central 6811
Transmitter Location Garland, Texas
Time on the Air: 5:30 a.m. to 12 Midnight; Sundays, 6 a.m. to 12 Midnight
Newspaper Affiliation: Dallas Daily Times
News Service AP
Transcription Service Standard Radio Representative The Branham Co.

**Personnel**
President J. W. Runyon
Managing Director C. W. Rembert
Ass't Manager James W. Crocker
Commercial Manager William A. Roberts
Sales Promotion Manager J. W. Crocker
Program Director Ruth Clem
Musical Director Lawrence N. Morrell
Chief Engineer R. M. Flynn

**KSky**
DALLAS—EST. 1941
Frequency: 660 Kc. Power: 1000 Watts
Owned-Operated By Chilton Radio Corporation
Address 11th Floor, Hotel Stoneleigh
Phone Number C-6183
Transmitter Location Bruton Road (7 miles out of Dallas)
Time on the Air 6 a.m. to local sunset
News Service AP
Transcription Service Associated Music

**WFAA**
DALLAS—EST. 1922
NATIONAL BROADCASTING CO.
TEXAS QUALITY NETWORK
Frequency: 820 Kc. Power: 50000 Watts
Owned-Operated By A. H. Belo Corp., publisher of The Dallas Morning News

Business Address 1122 Jackson St.
Phone Riverside 9631
Studio Address Santa Fe Bldg., Penthouse
Transmitter Location Grapevine, Texas
Time on the Air Shares time with WBAP, Fort Worth, operating continuously from 5:30 a.m. to 12 midnight
Newspaper Affiliation Dallas Morning News
News Service UP
Transcription Service NBC Thesaurus Lang-Worth Representative Edward Petry & Co.

**WRP**
DALLAS—EST. 1920
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1310 Kc. Power: 5000 Watts
Owned-Operated By City of Dallas
Address Municipal Radio Bldg., State Fair Grounds
Phone Number Tenison 3-6101
Transmitter Location White Rock Lake
Time on the Air: 6:30 a.m. to 12 Midnight; Sundays, 7 a.m. to 12 Midnight
News Service AP
Representative Weed & Co.

**Personnel**
Station Manager Charles B. Jordan
Sales Promotion-Traffic Manager Louise Cobler
Program-Publicity Director Pete Teddie
Production Manager Roy I. Newman
Chief Announcer James S. Alderman
Music Librarian Alice McCord
Musical Director Ted Parrino
Chief Engineer D. J. Tucker
Record MC Whit Whitley

**KDNT**
DENTON—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. Power: 100 Watts
Owned-Operated By Harwell V. Shepard
Address Kimbrough Building
Phone Number 276
Transmitter Location Highway No. 24
Time on the Air Unlimited license

**Personnel**
General Manager Harwell V. Shepard
for low cost, effective coverage
of the SOUTHWEST

SERVING 126 COUNTIES
IN TEXAS AND OKLAHOMA

Population . . . . 4,056,753
Radio Homes . . . 728,600

Daytime coverage

Affiliated with
The Dallas Morning News—The Fort Worth Star-Telegram

5000 WATTS • 570 KC.
FORT WORTH • DALLAS, TEXAS
BLUE NETWORK AFFILIATE
KEY STATION LONE STAR CHAIN

National Representatives
EDWARD PETRY & CO., INC.
KROD
EL PASO—EST. 1940
COLUMBIA BROADCASTING SYSTEM
Frequency: 600 Kc. . . . . . . Power: 1000 d.; 500 n.
Owned-Operated By . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ...
Newspaper Affiliation .... Ft. Worth Star-Telegram
News Service ....... AP
Transcription Service ...... WBS Representative .... Edward Petry & Co.

**Personnel**

President: Amon G. Carter
General Manager: Harold V. Hough
Station Manager: George Cranston
Commercial Manager: Roy Bacus
Sales Promotion-Publicity Manager: Helen Schmal
Program Director: Ed Lally
Production Manager: Gene Reynolds
Continuity Chief: Lyman Brown
Traffic Manager: Eileen Flake
Chief Newscaster: James Byron
Music Librarian: Al Bowman
Musical Director: Gene Bough
Chief Announcer: Frank Mills
Chief Engineer: R. C. Stinson

**KLUF**

GALVESTON—EST. 1928
KEystone BROADCASTING SYSTEM

Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: The KLUF Broadcasting Co.
Business Address: 60th & Broadway
Phone Number: 6676
Studio Address: 60th & Broadway
Transmitter Location: 60th & Broadway
Time on the Air: Unlimited license
News Service: UP
Transcription Service: Standard Radio: Lang-Worth

**Personnel**

President: Geo. Roy Clough
General Manager: L. D. Clough
Commercial Manager: C. V. Bracht
Program Director-Chief Announcer: Carl McDaniels
Director of War Programs: Helen D. Clough
Chief Engineer: L. D. Clough

**KGBS**

HARLINGEN—EST. 1941
COLUMBIA BROADCASTING SYSTEM

Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: Harbenito 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 Music Publishers

**KPRC**

HOUSTON—EST. 1925
NBC—TEXAS QUALITY NETWORK

Frequency: 950 Kc. Power: 5000 Watts
Owned By: Houston Printing Corp.
Operated By: Houston Post
Address: Lamar Hotel
Phone Number: 7101
Transmitter Location: Deepwater, Texas
Time on the Air: Unlimited
Newspaper Affiliation: Houston Post
News Service: AP
Transcription Service: NBC Thesaurus
Representative: Edward Petry & Co.

**KHTH**

HOUSTON—EST. 1944
MUTUAL BROADCASTING SYSTEM

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Texas Star Broadcasting Co.
Address: Southern Standard Bldg.
Transmitter Location: 315 N. Ennis St., Houston
Time on the Air: Full time
Representative: Weed & Company

**KTRH**

HOUSTON—EST. 1930
COLUMBIA BROADCASTING SYSTEM

Frequency: 740 Kc. Power: 50000 Watts
Owned-Operated By: KTRH Broadcasting Co.
Address: Rice Hotel
Phone Number: 435 Preston
Transmitter Location: Cedar Bayou, Texas
Time on the Air: Unlimited License
Newspaper Affiliation: Houston Chronicle
News Service: UP
Transcription Service: World Broadcasting Representative: John Blair & Co.

Personnel
Station Manager: B. F. Orr
Commercial-Sales Promotion Manager: Ray E. Bright
Program Director: Harry Grier
Production Manager: Tom Jacobs
Chief Announcer: Ted Nabors
Musical Director: Albino Torres
Chief Engineer: King Howard Robinson

KXYZ
HOUSTON—EST. 1930
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
LONE STAR CHAIN
TEXAS STATE NETWORK
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated by Harris County Broadcast
Address: Gulf Building
Phone Number: Capitol 6151
Transmitter Location: Deepwater, Texas
Time on the Air: Unlimited License
News Service: AP
Transcription Service: Standard Representative: The Branham Co.

Manager: T. F. Smith
Program Director: Charles Nethery
Chief Engineer: Gerald Chinski

KSAM
HUNTSVILLE—EST. 1938
KEYSTONE BROADCASTING SYSTEM
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated by: W. J. Harpole & J. C. Rothwell
Address: P.O. Box 312
Phone Number: 666
Transmitter Location: South of Huntsville on Highway No. 75
Time on the Air: Daytime License
News Service: AP

Owner: W. J. Harpole & J. C. Rothwell, partnership
Station Manager: J. C. Rothwell
Commercial Manager: J. B. McShan
Chief Engineer: Sam Love

KOCA
KILGORE—EST. 1936
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by: Oil Capitol Broadcasting Assn.
Address: 102½ East North St.
Phone Number: 616
Transmitter Location: Kilgore
Time on the Air: Unlimited License
Newspaper Affiliation: Kilgore Daily News

Personnel
General Manager: Roy G. Terry

KPAB
LAREDO—EST. 1938
KEYSTONE BROADCASTING SYSTEM
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 10 p.m.
News Service: AP
Representative: Forjoe & Co.

President: Howard W. Davis
Station-Commercial Manager: Rupert S. Dougharty
Program Director: Jack Calvin
Sales Promotion Manager-Chief Announcer: Grant Pickens
Chief Engineer: Hulan K. Smith

KFRO
LONGVIEW—EST. 1934
KEYSTONE BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated by Voice of Longview
Business Address: P.O. Box 607
Phone Number: 411
Studio Address: Glover-Crim Bldg.
Transmitter Location: 1918 Marshall-Longview Highway
Time on the Air: 7 a.m. to 9:15 p.m.; Sundays, 8 a.m. to 9:15 p.m.
News Service: UP
Transcription Service: Long-Worth; Keystone Broadcasting System
Representative: Burn-Smith Co.

President-General Manager: James R. Curtis
Commercial Manager: Thomas R. Putnam

KFYO
LUBBOCK—EST. 1927
MBS—TEXAS STATE NETWORK
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: 7 a.m. to 11 p.m.; Sundays, 8 a.m. to 7 p.m.
Newspaper Affiliation . Lubbock Avalanche-Journal
News Service .............. UP
Transcription Service ....... World Broadcasting System; Lang-Worth National Sales Office: Taylor-Howe-Snowden Group, Dallas, Texas
Representative ............. Howard H. Wilson Co.

**Personnel**
President .................. O. L. Taylor (Amarillo)
Station-Commercial Manager .. DeWitt Landis
Program Director ........... Orland Foster
Chief Announcer ............. Ruby Lee Leary
Musical Director ............ James H. Stiff
Chief Engineer ............. W. S. Bledsoe

**K R B A**
**LUFKIN—EST. 1938**
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By .......... Red Lands Broadcasting Association
Business Address ........... Lufkin
Phone Number ................ 272
Studio Address .............. Lufkin
Transmitter Location ......... Lufkin
Time on the Air ............. Unlimited license
News Service ................ AP
Transcription Service ......... Standard Radio; Keystone
Representative ............. Cox & Tanz

**Personnel**
President .................. Ben T. Wilson
Manager .................... Darrell E. Yates
Promotion Manager .......... Darrell E. Yates

**K R L H**
**MIDLAND—EST. 1935**
MBS—TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... Scharbauer Estate
Business Address ............. 117 S. Loraine St.
Phone Number ................ 1070
Studio Address .............. Scharbauer Hotel
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 ................ UP
Transcription Service .......... Long-Worth
Representative ............. Cox & Tanz

**Personnel**
Chief Executive .............. Jack Hanna
Station-Commercial Manager .. Wayne Phelps
Chief Engineer ................ R. L. Thomas

**K P L T**
**PARIS—EST. 1936**
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By .......... North Texas Broadcasting Company
Address ..................... Gibraltar Hotel

**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**
KEYSTONE 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 ......... One mile east of city limits, Palestine, Texas
Time on the Air ................ 7 a.m. to 10 p.m.
News Service .................. UP
Transcription Service ......... Standard Radio; Keystone Broadcasting System
Representative .............. Walker Co.

**Personnel**
Station-Commercial Manager .... B. A. Laurie
Program Director ............. L. M. Laurie
Chief Engineer ............... Eugene Kintz
Texas

Phone Number .......... 1124-5
Transmitter Location: 1 1/4 miles south on Texas Highway No. 24
Time on the Air: 6:30 a.m. to 12 Midnight:
News Service .......... Paris News
Representative .......... John E. Pearson Co.

Personnel

President .......... A. G. Pat Mayse
Station-Commercial Manager .......... Patt McDonald
Chief Engineer .......... Mitchell Secret

K I U N
PECOS—EST. 1935
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. .......... Power: 100 Watts
Owned-Operated By .......... Jack W. Hawkins & Barney H. Hubbs
Address: KIUN Bldg., 306 South Cedar Street
Phone Number .......... 21
Transmitter Location .......... North of city
Time on the Air .......... Unlimited license
Newspaper Affiliation .......... Pecos Enterprise
Representative .......... Homer Griffith Co.

Personnel

Co-Owner-General Manager .......... Jack Hawkins
Co-Owner-Publicity Director .......... Barney Hubbs
Director of War Programs .......... Louise Hawkins

K V O P
PLAINVIEW—EST. 1944
KEYSTONE BROADCASTING SYSTEM
Frequency: 1430 Kc. .......... Power: 250 Watts
Owned and Operated By .......... W. J. Harpole and J. C. Rothwell
Address .......... 111 West 6th Street
Phone Number .......... 1400
Time on the Air .......... Unlimited License
News Service .......... AP
Transcription Service .......... Standard Personnel

Personnel

General Manager .......... W. J. Harpole
Program Director .......... J. E. Stanton
Chief Engineer .......... Jesse Simms

K P A C
PORT ARTHUR—EST. 1934
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
LONE STAR CHAIN
Frequency: 1250 Kc. .......... Power: 1000 Watts
Owned-Operated By .......... Port Arthur College
Address .......... 1500 Proctor Street
Phone Number .......... 7458
Studio Address .......... 1515 Lakeshore Drive
Transmitter Location .......... 1515 Lakeshore Drive
Time on the Air ........... 6 a.m. to 12 midnight
News Service .......... INS
Transcription Service .......... Standard Radio
Representative .......... Joseph Hershey McGilvra

Personnel

President .......... Carl Vaughan
Station-Commercial Manager .......... Glenn Hewitt
Program Director—Traffic .......... Marjorie Vickers
Sales Promotion Manager .......... Joan Simons
Chief Engineer .......... Cliff Hamilton

K G K L
SAN ANGELO—EST. 1928
MBS—TEXAS STATE NETWORK
Frequency: 1400 Kc. .......... Power: 250 Watts
Owned-Operated By .......... KGKL, Inc.
Address .......... St. Angelus Hotel
Phone Number .......... 6715
Transmitter Location .......... 50 South Milton
Time on the Air .......... 7 a.m. to 11 p.m.
Newspaper Affiliation .......... San Angelo Standard Times
News Service .......... AP
Representative .......... John E. Pearson Co.

Personnel

President .......... H. C. Bagsdale
Station Manager .......... Lewis O. Selbert
Commercial Manager .......... Myrl Stein
Sales Promotion Manager .......... Allen Wilbanks
Program Director .......... Evelyn Preston
Publicity Director .......... Joecile Coffman
Chief Announcer .......... Bob Kirchoff
Chief Engineer .......... Frank M. Jones

K A B C
SAN ANTONIO—EST. 1926
BLUE NETWORK
MBS—TEXAS STATE NETWORK
Frequency: 1450 Kc. .......... Power: 250 Watts
Owned-Operated By .......... Alamo Broadcasting Co.
Address .......... 223 Milam Bldg.
Phone Number .......... Fannin 3126
Transmitter Location .......... 811 East Myrtle
Time on the Air .......... 6 a.m. to 12 Midnight
News Service .......... UP
Representative .......... Weed & Co.

Personnel

President .......... R. Early Willson
Station Manager .......... Hardy C. Harvey
Asst. Manager .......... Bill Michaels
Commercial Manager .......... Bill Joekel
Program Director .......... Ted Eckman
Traffic Manager .......... Mrs. C. A. Wendt
Chief Engineer .......... Paul Wolf
<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owned-Operated By</th>
<th>Address</th>
<th>Phone Number</th>
<th>Transmitter Location</th>
<th>Time on the Air</th>
<th>News Service</th>
<th>Representative</th>
<th>Personnel</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMAC</td>
<td>1240 Kc.</td>
<td>250 Wts</td>
<td>The Walmac Company</td>
<td>319 Avenue A</td>
<td>6 a.m. to 1 a.m.</td>
<td>AP</td>
<td></td>
<td>INS</td>
<td>Burn-Smith Company</td>
<td>Howard W. Davis, Tony Bessan, Edmund Barker, Charles F. Harris</td>
</tr>
<tr>
<td>KONO</td>
<td>1400 Kc.</td>
<td>250 Wts</td>
<td>Mission Broadcasting Company</td>
<td>317 Arden Grove</td>
<td>6 a.m. to 12 Midnight</td>
<td>AP</td>
<td></td>
<td></td>
<td>Forjoe &amp; Company</td>
<td>Eugene J. Roth, James M. Brown, Stanley A. Cox, Ray Hunt, George Ing</td>
</tr>
<tr>
<td>KRRV</td>
<td>910 Kc.</td>
<td>1000 Wts</td>
<td>Red River Valley Broadcasting Corporation</td>
<td>421 N. Crockett St., Denison, Texas</td>
<td>6 a.m. to 12 midnight</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>G. H. Wilcox, L. L. Hendrick, Tom John, Connie Wendell, Eloise Jouvenat</td>
</tr>
<tr>
<td>KTXA</td>
<td>550 Kc.</td>
<td>5000 D., 1000 N.</td>
<td>Sunshine Broadcasting Company</td>
<td>P.O. Box 1161</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>John Blair &amp; Company</td>
</tr>
</tbody>
</table>
Personnel

President: C. E. Palmer
General Manager: Frank O. Myers
Sales Manager: Ernest Hackworth
Merchandising Manager: Donald Myers
Program Director: Kathryn Wiseman
Chief Engineer: Paul McCaslin

**KGKB**

TYLER—EST. 1929

Frequency: 1490 Kc. Power: 250 Watts
Owned By: East Texas Broadcasting Co.
Address: 115 South College Street
Phone Number: 1106
Transmitter Location: Sandflat Road Time on the Air: 6 a.m. to midnight
News Service: UP
Transcription Service: Standard Radio Representative: John E. Pearson Co.

Personnel

President-Station Manager: James G. Ulmer
Commercial Manager: Earl P. Duffie
Program Director: Mrs. James G. Ulmer
Director of War Programs: Allen Balch
Publicity Director: Martha Davenport
Chief Announcer: Edwin Smith
Chief Engineer: John B. Sheppard

**KVWC**

VERNON—EST. 1939

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
KEYSTONE BROADCASTING SYSTEM

Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Northwestern Broadcasting Co.
Address: 1813 Wilbarger Street
Phone Number: 1048
Transmitter Location: One mile due east of courthouse on highway extending from East Wilbarger Street
Time on the Air: Unlimited License
News Service: AP
Transcription Service: Standard Radio

Personnel

President-General Manager: R. H. Nichols
Commercial Manager: W. D. Dixon
Program Director: Bro. Mingus
Chief Engineer: Herman Ridgway

**KVIC**

VICTORIA—EST. 1939

KEYSTONE BROADCASTING SYSTEM

Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: Radio Enterprises, Inc.
Business Address: Victoria Bank & Trust Bldg.
Tonight

INTERMOUNTAIN AMERICA
WILL HEAR
TEXAS-UTAH

Phone Number ........................................ 2172
Studio Address ................................. Cuero Highway
Transmitter Location ....................... Victoria
Time on the Air ............................... Unlimited License
News Service ................................. UP
Transcription Service: World; Keystone Broadcasting System

Personnel
President ............................... Morris Roberts
Commercial-Production Manager .............................. Jerry Fisher
Program Director ............................ Margaret True
Chief Engineer ................................ Robert McCown

WACO
WACO—EST. 1922
BLUE NETWORK
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK
Frequency: 1450 Kc ........................ Power: 250 Watts
Owned-Operated By ............... Frontier Broadcasting Co., Inc.
Address ............................. Amicable Life Bldg.
Phone Number .......................... 2700
Transmitter Location ........................ Amicable Life Bldg.
Time on the Air ............................ 6:30 a.m. to 11 p.m.
Newspaper Affiliation ................... Waco News-Tribune & Times Herald
News Service ............................... UP
Representative ............................. Weed & Co.

Personnel
President .............................. Harlan Fentress
Station Manager .......................... J. E. Lee Glasgow
Chief Engineer ............................. L. H. Appleman

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
Transmitter Location ................. 201 Border
Time on the Air: 6 a.m. to 12 Midnight;
Sundays, 7 a.m. to 12 Midnight
News Service ................................. UP
Transcription Service ................. NBC Thesaurus
National Sales Office Address: 805-6 Tower Petroleum Building, Dallas, Texas
Representative ........................... Howard H. Wilson Co.

Personnel
President ............................. O. L. Taylor
Station Manager .......................... Archie J. Taylor
Sales Manager ............................. Phil D. Dixon
Chief Engineer ............................. O. L. Hartwig

KWFT
WICHITA FALLS—EST. 1938
COLUMBIA BROADCASTING SYSTEM
Frequency: 620 Kc ........................ Power: 5000 d.; 1000 n.
Owned-Operated By ............... Wichita Broadcasting Company
Business Address ..................... Harvey Snider Bldg.
Phone Number ............................. 4182
Studio Address ............................ Kemp Hotel
Transmitter Location ........................ 2½ miles northwest of Wichita Falls
Time on the Air ............................... Unlimited License
News Service ................................. UP
Transcription Service ................. Standard Radio; C. P. MacGregor
Representative .............................. Paul H. Raymer Co.

Personnel
President .............................. Joseph B. Carrigan
General Manager ......................... Charles E. Clough
Merchandising Manager-Publicity ......... A. L. Pierce
Program Director .......................... Lucille Crouch
Musical Director ............................ John Adams

KSUB
CEDAR CITY—EST. 1937
KEYSTONE BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK
Frequency: 1340 Kc ........................ Power: 250 Watts
Owned-Operated By ............... Southern Utah Broadcasting Co.
Address ............................. Escalante Hotel
Phone Number ............................. 398
Transmitter Location ......... 591 West 2nd South St.
Time on the Air ............................... 7 a.m. to 10 p.m.
News Service ................................. AP & UP
Transcription Service ............... Keystone Broadcasting System
Representative ........................... Jos. Hershey McGillvra, Inc.

Personnel
President .............................. Ivan Sharp
Chief Announcer ............................ Melvin Rowley
Chief Engineer ............................. Hurschell Urie

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287
KVNU
LOGAN—EST. 1938
KEYSTONE BROADCASTING SYSTEM
MBS INTERMOUNTAIN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Cache Valley Broadcasting Company
Business Address: 1393 N. Main St.
Phone Number: 1400
Studio Address: 1393 North Main Street
Transmitter Location: 1393 North Main St.
Time on Air: 8:30 a.m. to 11 p.m.
News Service: UP
Transcription Service: Keystone
Representative: Jos. Hershey McGillvra, Inc.

Personnel
President: H. F. Laub
General Manager: Reed Bullen
Commercial Manager: Fred Sears
Chief Engineer: Carroll Secrist

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, 411 Twenty-fifth St.
Phone Number: 5721; 5060 (transmitter)
Studio Addresses: Hotel Ben Lomond; David Kieth Bldg., Salt Lake City
Transmitter Location: Kanesville, Utah
Time on Air: 6:30 a.m. to 12 midnight
Newspaper Affiliation: Ogden Standard Examiner
News Service: UP
Transcription Service: Standard Radio
Representative: Joseph Hershey McGillvra, Inc.

Personnel
President: A. L. Glasmann
General Manager-Vice-President: George C. Hatch
Station Manager: George B. Morgan
Sales Promotion Manager: Lynn Meyer
Chief Engineer: W. D’Orr Cozzens

KOVO
PROVO—EST. 1939
MUTUAL BROADCASTING SYSTEM
INTERMOUNTAIN NETWORK
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated By: KOVO Broadcasting Co.
Business Address: 108 West Center Street
Phone Number: 1680
Transmitter Location: 17 West 3rd South St.
Time on Air: 6 a.m. to 12 midnight
News Service: UP
Representative: Joseph Hershey McGillvra, Inc.

Personnel
President and Manager: Clifton A. Tolboe
Sales Manager: S. G. Carter

In the SALT LAKE MARKET

Today
It’s KDYL for radio’s most popular shows

Tomorrow
It will be KDYL for TELEVISION

This station is the first between the Mississippi and the West Coast to be granted a license by the FCC for experimental television broadcasting

National Representative
JOHN BLAIR & CO.
UTAH-VERMONT

Program Director-Chief Announcer..................W. Shirl Black
Chief Engineer..................Gerald Peterson

K D Y L
SALT LAKE CITY—EST. 1927
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By...........Intermountain Broadcasting Corporation
Address .................Tribune-Telegram Bldg.
Phone Number ..............5-2991
Transmitter Location ..........9th West & 33rd South
Time on the Air ..............6 a.m. to 1 a.m.
News Service ................INS; UP
Transcription Service ..........World Broadcasting System; NBC Thesaurus
Representative .................John Blair & Company

Personnel
President & General Manager........S. S. Fox
Vice-President..............George A. Provol & John M. Baldwin
Secretary-Treasurer............L. A. Loeb
Commercial Manager.............George A. Provol
Sales Promotion-Publicity........Frank Baker
Program Director..............Alvin G. Pack
Production Manager.............Mildred Baker
Chief Announcer.................Ken Hegard
Musical Director...............Bob Reese
Technical Director & Chief Engineer...............J. M. Baldwin

K S L
SALT LAKE CITY—EST. 1921
COLUMBIA BROADCASTING SYSTEM
Frequency: 1160 Kc. Power: 50000 Watts
Owned-Operated By..............Radio Service Corporation of Utah
Address .................Union Pacific Bldg.
Phone Number ..............(Dial) 5-4641

K U T A
SALT LAKE CITY—EST. 1938
BLUE NETWORK
Frequency: 570 Kc. Power: 5000 Watts
Owned-Operated By...........Utah Broadcasting Co.
Address .................29 South State Street
Phone Number ..............3-2737
Transmitter Location ..........North Salt Lake
Time on the Air ..............6 a.m. to 1 a.m.
News Service .................UP
Transcription Service ..........Standard Radio
Representative .................The Katz Agency

Personnel
President-General Manager........Frank C. Carman
Commercial Manager.............Jack Burnett
Chief Engineer...............Lyle Wahlquist

K A L L*
SALT LAKE CITY
Frequency: 910 Kc. Power: 1000 Watts
Owner...............Salt Lake City Broadcasting Co.

K N A K*
SALT LAKE CITY
Frequency: 1400 Kc. Power: 250 Watts
Owner: Granite District Radio Broadcasting Co.

VERMONT
For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

W C A X
BURLINGTON—EST. 1931
COLUMBIA BROADCASTING SYSTEM
Frequency: 620 Kc. Power: 1000 Watts
Owned-Operated By..............WCAX Broadcasting Corp.
Business Address ..............137 Main St.

Studio Address ..............137 Main St.
Phone Number ..............Burlington 2000
Transmitter Location ..........Colchester, Vermont
Time on the Air ..............6:55 a.m. to 1 p.m.; Sundays, 8 a.m. to 11:30 p.m.
News Service .................UP
Transcription Service ..........Associated Recorded Program Service
Representative .................Weed & Company

623
Personnel
President-Station Manager...........C. P. Hasbrook
Asst. Manager......................Robert A. Kelley
Chief Engineer......................John C. Quill

WSYB
RUTLAND—EST. 1930
MUTUAL BROADCASTING SYSTEM
YANKEE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1380 Kc........Power: 1000 Watts
Owned-Operated By............P. Weiss Music Co.
Address....................80 West Street
Phone Number...............1247
Transmitter Location.........Creek Road
Time on the Air.............Unlimited license
News Service.............UP
Transcription Service......Keystone Broadcasting System, Langworth
Representatives...........Joseph Hershey
McGillvra, Inc.; R. C. Foster

WWSR
ST. ALBANS—EST. 1941
KEYSTONE BROADCASTING SYSTEM
Frequency: 1420 Kc........Power: 1000 Watts
Owned-Operated By..........Vermont Radio Corp.
Address...............32 N. Main St.
Phone Number...............1390
Transmitter Location........Swanton Road
Time on the Air............7 a.m. to Sunset
News Service.............UP
Transcription Service........World Broadcasting Representatives
President ....................Lloyd E. Squier
Station Manager.............Winston L. Blake
Chief Engineer..............Theodore Boisvert

VIRGINIA
For Latest U. S. Census Population And Radio Homes Data And
Statistics on "Shifting Population" Please Turn To Pages 273-287

WPIK
ALEXANDRIA
Frequency: 730 Kc........Power: 250 Watts
Owned By...........Potomac Broadcasting Corp.
Chief Executive..........Howard B. Hayes
Chief Engineer........Carl L. Lindberg
* Construction Permit.

WCHV
CHARLOTTESVILLE—EST. 1932
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
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........7 a.m. to 12 midnight

WKEY
COVINGTON—EST. 1941
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1340 Kc........Power: 250 Watts
Owned-Operated By........Earl M. Key
Business Address..........P.O. Box 629
Studio Address...........217½ Main Street
Phone Number...............840
Transmitter Location..2 mi. East of Covington

News Service.............UP
Transcription Service........Standard Representative
Cox & Tanz

Personnel
President-Station Manager...Charles Barham, Jr.
Commercial Manager.........Randolph Bean
Chief Engineer..............Walter W. Gray

* Construction Permit.
## WBTM

**Location:** Danville, VA  
**Established:** 1930  
**Format:** Blue Network  
**Frequency:** 1400 Kc.  
**Power:** 250 Watts  
**Ownership:** Piedmont Broadcasting Corporation  
**Address:** Hotel Danville Building, Danville, VA  
**Phone Number:** 2350  
**Transmitter Location:** River Road, Route No. 29  
**News Service:** 7 a.m. to 12 midnight  
**Personnel:**  
- **President:** L. N. Dibrell  
- **Station Manager:** R. Sanford Guyer  
- **Commercial Manager:** A. C. Evans  
- **Chief Engineer:** Harry W. Spencer

## WLVA

**Location:** Lynchburg, VA  
**Established:** 1930  
**Format:** Blue Network  
**Frequency:** 1230 Kc.  
**Power:** 250 Watts  
**Ownership:** Lynchburg Broadcasting Corp.  
**Address:** Allied Arts Bldg., Lynchburg, VA  
**Phone Number:** 3030  
**Transmitter Location:** Forest St.  
**Personnel:**  
- **President:** Philip P. Allen  
- **Station Manager:** J. F. Whitaker, Jr.  
- **Commercial Manager:** E. C. Read  
- **Program Director:** Mrs. E. C. Read  
- **Chief Announcer:** Evelyn M. Hamlet  
- **Chief Engineer:** Wayne Tyler

## WFMV

**Location:** Martinsville, VA  
**Established:** 1941  
**Format:** National Broadcasting Co.  
**Frequency:** 1450 Kc.  
**Power:** 250 Watts  
**Ownership:** Martinsville Broadcasting Co., Inc.  
**Address:** Thomas Jefferson Hotel, Martinsville, VA  
**Phone Number:** 2152  
**Transmitter Location:** Figsboro Road  
**Personnel:**  
- **President:** William C. Barnes  
- **Station Manager:** John W. Shultz  
- **Commercial-Production Manager:** C. Robert Ray

## WSVN

**Location:** Harrisonburg, VA  
**Established:** 1936  
**Frequency:** 550 Kc.  
**Power:** 1000 Watts  
**Ownership:** Shenandoah Valley Broadcasting Corporation  
**Address:** Newman Building  
**Phone Number:** 875 or 550  
**Personnel:**  
- **President:** Howard H. Wilson Co.
Sales Promotion .................. Charles F. Adams
Director of War Programs ........ Barbara Harding
Musical Director ................. Barbara Harding
Chief Engineer .................. D. W. Muse

W G H
NEWPORT NEWS—EST. 1928
BLUE NETWORK
Frequency: 1340 Kc. .......... Power: 250 Watts
Owned-Operated By ............. Hampton Roads Broadcasting Corporation
Business Address ............... Portlock Bldg.,
Norfolk, Va.
Phone Number .................. 27031
Studio Addresses: Portlock Bldg.,
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

Personnel
President ....................... Raymond E. Bottom
V.P.-General Manager .......... Edward E. Bishop
Commercial Manager ............ Edward E. Edgar
Chief Engineer ................. Wm. P. Grether

W T A R
NORFOLK—EST. 1923
NATIONAL BROADCASTING CO.
Frequency: 790 Kc. .......... Power: 5000 Watts
Operated By .................... WTAR Radio Corp.
Owned By ....................... Norfolk Newspapers, Inc.
Address ....................... National Bank of Commerce Bldg.
Phone Number .................. 25871
Transmitter Location .......... Glen Rock
Time on the Air: 5:30 a.m. to 1 a.m. daily;
7:30 a.m. to 1 a.m. Sunday.
Newspaper Affiliation .......... Norfolk Newspapers, Inc.
News Service .................. AP; UP
Transcription Service.......... Standard Radio; Lang-Worth
Representative ................ Edward Petry & Co.

Personnel
President ....................... Paul S. Huber
General Manager ............... Campbell Arnoux
Commercial Manager .......... John W. New
Program Director .............. Henry Cowles Whitehead
Chief Announcer ............... Blair Eubanks
Production Manager .......... Bailey Barco
Chief Engineer ................. Julius L. Grether

W B H D
PETERSBURG
Frequency: 1240 Kc. .......... Power: 250 Watts
Owned By: Southside Virginia Broadcasting Corp.

W S A P
PORTSMOUTH—EST. 1943
MUTUAL BROADCASTING SYSTEM
Frequency: 1490 Kc. .......... Power: 250 Watts
Owned-Operated By ............. Portsmouth Radio Corp.
Address ....................... Professional Bldg.
Phone Number .................. 6383
Transmitter Location .......... Portsmouth, Va.
Time on the Air: 6 a.m. to 12 midnight
News Service .................. UP
Transcription Service .......... World

Personnel
President ....................... Tom E. Gillman
General Manager ............... T. W. Aydlett
Sales Mgr ....................... Jack Norfleet

W B B L
RICHMOND—EST. 1924
Frequency: 1240 Kc. .......... Power: 100 Watts
Owned-Operated By ............. Grace Covenant Presbyterian Church
Address ....................... 1627 Monument Avenue
Phone Number .................. 57941
Transmitter Location .......... 1627 Monument Ave.
Time on the Air: Special hours on Sundays only

Personnel
Chairman Radio Comm .......... C. H. Liesfield
Station Manager ............... M. A. Sitton
Chief Engineer ................. R. W. Raabe (Non-Commercial Station)

W M B G
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
Representative ................ John Blair & Company

Personnel
President & Station Manager .......... Wilbur M. Havens
National Sales and Promotion Manager .......... R. E. Mitchell
Chief Engineer ................. Wilfred H. Wood
**WRIV**

**RICHMOND**

Frequency: 1450 Kc. Power: 250 Watts

Time on Air: Unlimited Except When WBBL Operates

Owner: Thomas G. Tinsley, Jr.  
*Construction Permit.*

---

**WRVA**

**RICHMOND—EST. 1925**

**CBS**

Frequency: 1140 Kc. Power: 50000 Watts

Owned-Operated By: Larus & Brother Co.

Business Address: Hotel Richmond

Phone Number: 3-6633

Studio Addresses: Hotel Richmond; 1506 Colley Ave., Norfolk, Va.

Transmitter Location: Edgeworth, Henrico County, Va.

Time on the Air: 5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.

News Service: UP

Transcription Service: Lang-Worth; Davis & Schwegler

Representative: Paul H. Raymer Co.

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**WRNL**

**RICHMOND—EST. 1927**

**BLUE NETWORK**

**MUTUAL BROADCASTING SYSTEM**

Frequency: 910 Kc. Power: 5000 Watts

Owned By: Richmond Newspapers, Inc.

Operated By: Richmond Radio Corp.

Address: 323 E. Grace St.

Phone Number: 33436

Transmitter Location: Wilkinson Road

Time on the Air: 5 a.m. to 2 a.m.; Sundays, 7 a.m. to 2 a.m.

News Service: AP

Transcription Service: Standard

Representative: Edward Petry & Co.

---

**WDBJ**

**ROANOKE—EST. 1924**

**COLUMBIA BROADCASTING SYSTEM**

Frequency: 960 Kc. Power: 5000 Watts

Owned-Operated By: Times-World Corp.

Business Address: 124 West Kirk Avenue

Phone Number: 8131

Transmitter Location: Colonial Ave., Colonial Heights

Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 8 a.m. to 12 midnight

Newspaper Affiliation: Roanoke Times; Roanoke World News

News Service: UP

Transcription Service: Lang-Worth; WBS

Representative: Free & Peters, Inc.

---

**WSLS**

**ROANOKE—EST. 1940**

**BLUE NETWORK**

**TRI-CITY STATIONS (WLVA-WBTM-WSLS)**

Frequency: 1240 Kc. Power: 250 Watts

---

**WRNL**

**REACH**

Virginia's great listening audience at low cost through Richmond's nationally known radio station.

---

**5000 WATTS NIGHT AND DAY 910 KC**

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES
VIRGINIA

Owned-Operated By: Roanoke Broadcast-
ning Corp.
Address .......... Shenandoah Life Building
Phone Number ................. 9227
Transmitter Location .......... Shenandoah Life
Building
Time on the Air: 6 a.m. to 12:01 a.m.; Sun-
days 7:30 a.m. to 12:01 a.m.
News Service ................. AP
Transcription Service ....... NBC Thesaurus;
Langworth, BMI
Representative .......... Tri-City Stations

Personnel
President ................. Paul C. Bulord
Station Manager .......... James H. Moore
Commercial Manager .... Horace Fitzpatrick
Production Manager ......... Kay Lee
Program Dir. ............... Bill Saunders
Chief Announcer .......... Walter Harris
Chief Engineer .......... Philip Briggs

WSTN*
STAUNTON
Frequency: 1400 Kc. .... Power: 250 Watts
Owner .................. Charles P. Blackley
* Construction Permit.

WLP M
SUFFOLK—EST. 1940
BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM

WINC
WINCHESTER—EST. 1941
THE BLUE NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1450 Kc. .... Power: 250 Watts
Owned-Operated By: Richard Field Lewis, Jr.
Address .................. WINC Bldg.
Phone Number .............. Winchester 4855
Transmitter Location .... WINC Bldg.
Time on the Air ......... 7 a.m. to 11:00 p.m.

Personnel
Owner-General Manager .. Richard Field Lewis
Commercial Manager-Program Director Grant Pollock
Production Manager .......... Leslie Golliday
Chief Engineer ............. R. F. Lewis, Jr.

FOR QUALITY AP!
W A S H I N G T O N
For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

K X R O
ABERDEEN—EST. 1926
MUTUAL—DON LEE BROADCASTING CO.
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: KXRO, Inc.
Business Address. 207½ E. Market St.
Phone Number: Aberdeen 4088
Studio Address: 207½ E. Market St.
Transmitter Location: Finch Farms
Time on the Air: Unlimited time
News Service: UP
Transcription Service: Standard Radio
Representative: Howard H. Wilson Co.

Personnel
President: Harry R. Spence
Manager: Fred G. Goddard
Production Manager-Chief Announcer: Art Lindsey
Sales Promotion-Publicity Director: Ruth Poindexter
Record MC: Stan Spiegle
Commercial Manager: Ross W. Bates
Program Director: Edith Garret
Director of War Programs: Ruth Poindexter
Chief Engineer: K. Grinde

K V O S
BELLEINGHAM—EST. 1929
EVERGREEN NETWORK
Frequency: 790 Kc. Power: 250 Watts
Owned-Operated By: KVOS, Inc.
Address: 1321 Commercial St.
Phone Number: 4230
Transmitter Location: Roeder & E St.
Time on the Air: 6 a.m. to 11 p.m.
News Service: UP
Transcription Service: Standard & MacGregor
Representative: John Kelling

Personnel
President: Reen Jones
Station Manager: Frank Adams
Sales Manager: Fred O. Elseethagen
Program Director: Earle Alcott
Director of War Programs: Earle Alcott
Chief Engineer: J. C. Haley

K E L A
CENTRALIA AND CHEHALIS
EST. 1937
MUTUAL—DON LEE
Frequency: 1470 Kc. Power: 1000 Watts
Owned-Operated By: Central Broadcasting Corporation

Address: Kela Bldg.
Phone Numbers: Centralia 721; Chehalis 721
Transmitter Location: Kela Bldg., (Midway between Centralia and Chehalis)
Time on the Air: 7 a.m. to 11 p.m.
News Service: UP
Transcription Service: Lang-Worth; C. P. MacGregor
Representatives: Howard H. Wilson Co.; John Keating (Portland)

K R K O
EVERETT—EST. 1920
KEYSTONE BROADCASTING SYSTEM
MUTUAL—DON LEE
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Everett Broadcasting
Address: Highway 99, No. City Limits
Phone Numbers: Main 526-817
Transmitter Location: Everett
Time on the Air: 6:30 a.m.-11:15 p.m.
News Service: World
Transcription Service: UP

Personnel
President-Gen. Mgr.: Wm. R. Taft
Chief Engineer: Roy Towne
Sales Manager: Donald G. Wilde
Sales Promotion Manager: Donald G. Wilde
Program Director: Vern Mack

K W L K
LONGVIEW—EST. 1938
MBS—DON LEE BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Twin City Broadcasting Corp.
Address: National Bank of Commerce
Phone Number: Longview 1500
Transmitter Location: Ocean Beach Highway
Time on the Air: 7 a.m. to 12 midnight
Transcription Service: NBC Thesaurus
News Service: UP
Representative: Howard Wilson Co.
**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>C. O. Chatterton</td>
</tr>
<tr>
<td>Station Manager</td>
<td>C. O. Chatterton</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Kenneth Evans</td>
</tr>
<tr>
<td>Sales Promotion Manager</td>
<td>F. H. Chatterton</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Harry Hale</td>
</tr>
</tbody>
</table>

**KGY**

**OLYMPIA—EST. 1922**

**MUTUAL—DON LEE**

- Frequency: 1240 Kc...
- Power: 250 Watts
- Owned-Operated By: Tom Olsen
- Address: Rockway, Leland Bldg.
- Phone Number: 6636
- Transmitter Location: Rockway, Leland Bldg.
- Time on the Air: 6 a.m. to 11 p.m.
- News Service: UP
- Transcription Service: World

**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President-Station Manager</td>
<td>Tom Olsen</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>J. Harris Dorr</td>
</tr>
<tr>
<td>Program Director &amp; War Prog</td>
<td>Eve Knutson</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Charles Roark</td>
</tr>
</tbody>
</table>

**KP KW**

**PASCO**

- Frequency: 1340 Kc...
- Power: 250 Watts
- Owned By: Western Radio Corp.

**KONP**

**PORT ANGELES**

- Frequency: 1450 Kc...
- Power: 250 Watts
- Owned By: Evening News Press, Inc.

**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chief Executive</td>
<td>C. N. Webster</td>
</tr>
<tr>
<td>General Manager</td>
<td>H. J. McAllister</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>J. U. Ernst</td>
</tr>
</tbody>
</table>

**KWSC**

**PULLMAN—EST. 1922**

- Frequency: 1250 Kc...
- Power: 5000 Watts
- Owned-Operated By: State College of Washington
- Address: Pullman
- Phone Number: 9021
- Time on the Air: Divides time with KTW
- News Service: UP
- Transcription Service: Lang-Worth

**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Manager</td>
<td>Glenn Jones</td>
</tr>
<tr>
<td>Program Dir</td>
<td>E. Barr</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Robert E. Baird</td>
</tr>
</tbody>
</table>

**KEVR**

**SEATTLE—EST. 1925**

- Frequency: 1090 Kc...
- Power: 250 Watts
- Owned-Operated By: Evergreen Broadcasting Corporation
- Address: 2102 Smith Tower
- Phone Number: Seneca 2056-7
- Time on the Air: Unlimited license
- News Service: UP
- Transcription Service: Standard Radio; Lang-Worth

**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>A. W. Talbot</td>
</tr>
<tr>
<td>Station Manager</td>
<td>Bartley Sims</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>Bartley Sims</td>
</tr>
<tr>
<td>Sales Promotion Manager</td>
<td>Max Coie</td>
</tr>
<tr>
<td>Program Director</td>
<td>Harry Jordan</td>
</tr>
<tr>
<td>War Program Director</td>
<td>Bartley Sims</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>Arthur A. Shultz</td>
</tr>
<tr>
<td>Record MC</td>
<td>Don Porter</td>
</tr>
</tbody>
</table>

**KIRO**

**SEATTLE—EST. 1935 (1928 as KPCB)**

- Frequency: 710 Kc...
- Power: 50000 Watts
- Owned-Operated By: Queen City Broadcasting Co.
- Address: Cobb Building
- Phone Number: 1340
- 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, Lang-Worth Feature Programs

**Personnel**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Louis K. Lear</td>
</tr>
<tr>
<td>Asst. Business Mgr.-Director of National Sales</td>
<td>Loren B. Stone</td>
</tr>
<tr>
<td>Local Sales Manager</td>
<td>J. F. Hiddleston</td>
</tr>
<tr>
<td>Director of Operations</td>
<td>Rowland Spence</td>
</tr>
<tr>
<td>Chief Announcer</td>
<td>C. Bruce Calhoun</td>
</tr>
<tr>
<td>Director of Education</td>
<td>Kenneth Yeend</td>
</tr>
<tr>
<td>Sales Promotion Manager</td>
<td>W. F. Tucker</td>
</tr>
<tr>
<td>War Programs</td>
<td>Norman Runions</td>
</tr>
<tr>
<td>Musical Director</td>
<td>Max Dolin</td>
</tr>
<tr>
<td>Chief Engineer</td>
<td>James Hatfield</td>
</tr>
</tbody>
</table>

**KJR**

**SEATTLE—EST. 1921**

- Frequency: 950 Kc...
- Power: 5000 Watts
- Owned-Operated By: Fisher's Blend Station, Inc.
KOL
SEATTLE—EST. 1928
MUTUAL—DON LEE
PACIFIC BROADCASTING CO.

Personnel

President: Archie Taft, Sr.
Station Manager: Oliver A. Runchev
Commercial Manager: Archie Taft, Jr.
Program & Production Director: Jerry Morris
Publicity Director: Elisabeth Leonard
Chief Announcer: Wheeler Smith
Chief Engineer: Perry C. Lind

KOMO
SEATTLE—EST. 1925
NATIONAL BROADCASTING CO.
NORTHWEST RADIO TRINITY

Personnel

President: O. W. Fisher
Station Manager: Birt F. Fisher
Commercial Manager: W. B. Stuht
Research-Advertising Manager: Bill Moshier
Program Director-Production Manager: Robt. Gentry
Dir. War Programs: John Pearson
News Director: Fred Delano
Auditor: J. B. Henley
Chief Engineer: F. J. Brott

KRSC
SEATTLE—EST. 1926

Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated by: Radio Sales Corporation
Address: 2939 Fourth Avenue South
Phone Number: Elliot 2480
Transmitter Location: 2939 Fourth Ave. South
Time on the Air: 6:45 a.m. to 2 a.m.
News Service: AP
Transcription Service: Associated Music Publishers; Lang-Worth; C. P. MacGregor

KTW
SEATTLE—EST. 1920

Frequency: 1250 Kc. Power: 1000 Watts
Owned-Operated by: The First Presbyterian Church of Seattle
Address: 7th & Spring Sts.
Phone Number: Main 4177
Transmitter Location: 1150 W. Florida St.
Time on the Air: Shares time with KWSC

KXA
SEATTLE—EST. 1928

Frequency: 770 Kc. Power: 1000 Watts
Owned-Operated by: American Radio Telephone Co.
Address: 1000 S. 41st St.
Phone Number: Seneca 1000
Transmitter Location: Second Avenue and Union Street
Time on the Air: 6 a.m. to local sunset; 10 p.m. to 3 a.m.
News Service: UP

W A S H I N G T O N
<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>President ........................................ R. F. Meggee</td>
</tr>
<tr>
<td>Vice-President &amp; Station Manager ............... Florence Wallace</td>
</tr>
<tr>
<td>Sales Mgr. ......................................... Rodney Mc Ardle</td>
</tr>
<tr>
<td>Program Director ................................. Helen-Marie Brennan</td>
</tr>
<tr>
<td>Publicity Director ............................... Virginia H. Rubin</td>
</tr>
<tr>
<td>War Program Director ............................. Helen-Marie Brennan</td>
</tr>
<tr>
<td>Chief Engineer ................................. John Dubuque</td>
</tr>
</tbody>
</table>

**KFIO**  
SPOKANE—EST. 1922  
MUTUAL—DON LEE  
Frequency: 1230 Kc.  
Power: 250 Watts  
Owned-Operated By: Spokane Broadcasting Corporation  
Business Address .................. Fidelity-Ziegler Bldg.  
Phone Number ..................... Riverside 8033  
Transmitter Location ................ Fidelity-Ziegler Bldg.  
Time on the Air: 6:30 a.m. to 11 p.m.; Sunday, 7 a.m. to 11 p.m.  
News Service ............................ UP  
Transcription Service ................. NBC Thesaurus

<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
</tr>
</thead>
</table>
| President .................... Arthur L. Smith  
Station-Commercial Manager .......... Richard G. McBroom  
Program Director ..................... Dorothy Thomson  
Chief Engineer ........................ Dee Waymire |

**KFPPY**  
SPOKANE—EST. 1922  
COLUMBIA BROADCASTING SYSTEM  
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 12:05 a.m.; Sundays, 7:00 a.m.-12:05 a.m.  
News Service ............................ UP  
Transcription Service: Lang-Worth; Standard Radio; C. P. MacGregor; World  
Representative ............................ The Walker Co.

| **KG A**  
SPOKANE—EST. 1933  
BLUE NETWORK  
Frequency: 1510 Kc.  
Power: 10000 Watts  
Owned-Operated By: Louis Wasmer  
Address .................. Radio Central Building  
Phone Number ..................... Main 5383  
Transmitter Location ................ 4102 S. Regal  
Time on the Air: 18 hrs. daily, 17 hrs. Sundays  
Transcription Service ................. World Representative  
Owner ................................. Louis Wasmer  
General Manager ....................... Harvey Wixson

| **KHQ**  
SPOKANE—EST. 1920  
NATIONAL BROADCASTING CO.  
Frequency: 590 Kc.  
Power: 5000 Watts  
Owned-Operated By: Louis Wasmer, Inc.  
Address .................. Radio Central Building  
Phone Number ..................... Main 5383  
Transmitter Location ................ 4102 South Regal  
Time on the Air: 18 hrs. daily, 17 hrs. Sundays  
News Service ............................ AP  
Transcription Service ................. World Representative  
Owner ................................. Louis Wasmer, Inc.  
General Manager ....................... Harvey Wixson

| **KM O**  
TACOMA—EST. 1922  
MUTUAL—DON LEE NETWORK  
PACIFIC BROADCASTING CO.  
Frequency: 1360 Kc.  
Power: 5000 Watts  
Owned-Operated By: Carl E. Haymond  
Business Address .................. 914 Broadway  
Phone Number ..................... Main 4144  
Transmitter Location ................ Tacoma-Seattle Highway  
Time on the Air: 6 a.m. to 12 midnight; Sundays, 7:00 a.m. to 11:00 p.m.  
News Service ............................ UP  
Transcription Service ................ World Broadcasting System; Lang-Worth  
Representatives ........................ Joseph H. McGilvra, Inc.

<table>
<thead>
<tr>
<th><strong>Personnel</strong></th>
</tr>
</thead>
</table>
| Owner-General Manager .................. Carl E. Haymond  
Station Manager ......................... J. A. Murphy  
National Sales Manager .................. Seymour O. Spring  
Local Sales Manager ..................... Jerry Geehan |
**KTBI**

TACOMA—EST. 1941

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By......Tacoma Broadcasters, Inc.
Address..............212 Puget Sound Bank Bldg.
Phone Number..............BRoadway 2241
Transmitter Location......Tacoma
Time on the Air.............6 a.m. to 12 midnight
News Service..............AP & UP
Transcription Service.......Associated

**Personnel**

President..............H. J. Quilliam
Station Manager...........B. W. Ormsby
Sales Manager............King Mitchell
Sales Promotion...........King Mitchell
Program Director..........Burke Ormsby
Record MC..............George Cole, Warren Reed, Jim Foster
Chief Announcer..........Burke Ormsby
Chief Engineer............George Cole

**KVII**

TACOMA—EST. 1929

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By......Puget Sound Broadcasting Company, Inc.
Business Address............502 Rust Building
Phone Number..............Broadway 4211
Studio Addresses............502 Rust Building
Transmitter Location........Vashon Island, Wash.
Time on the Air: 5:30 a.m. to 11 p.m.; Sundays, 8 a.m. to 11 p.m.
News Service..............AP
Transcription Service......Associated Music Publishers; Lang-Worth
Representative............George P. Hollingbery Co.

**Personnel**

President & Station Manager............Vernice Irwin
Commercial Manager...........Earl T. Irwin
Program Director............Larry Huseby
Traffic Manager..............Vyra Bryant
Chief Engineer..............Raymond Griese

**KVAN**

VANCOUVER—EST. 1939

Frequency: 910 Kc.....Power: 500 Watts
 Owned-Operated By......Vancouver Radio Corporation

Business Address............707½ Main St.
Phone Number..............150
Studio Address..............707½ Main St.
Transmitter Location......2915 Fruit Valley Road
Time on the Air..............Sunrise to sunset
News Service..............UP
Transcription Service.......Langworth: Standard Radio

**Personnel**

President..............Sheldon F. Sackett
General Manager...........Ben E. Stone
Resident Manager..........S. W. McCready
Commercial Manager-Advertising Manager...........Marion Sexton
Program Director............Charlene Jackson
Chief Engineer..............S. W. McCready

**KUJ**

WALLA WALLA—EST. 1928

KEYSTONE BROADCASTING SYSTEM
NORTHWEST NETWORK

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Operated By......KUJ, Inc.
Business Address: Marcus Whitman Hotel.
Second and Rose Streets
Phone Number..............1230
Studio Address.............Marcus Whitman Hotel
Transmitter Location: U. S. Highway No. 410
Sudbury Road
Time on the Air: Unlimited license
News Service..............UP
Transcription Service: World Broadcasting System; Lang-Worth
Representatives: Nafl—Howard H. Wilson Co.; John Keating (Portland) and (Seattle)

**Personnel**

President and General Manager...........H. E. Studebaker
Commercial-Sales Promotion Manager...........Norval Armes
Production..................Robert Dunton
Chief Announcer.............Howard Rhodes
Women's Features Director......Ruth Denning
Chief Engineer..............Milton MacLafferty

**KPQ**

WENATCHEE—EST. 1930
THE BLUE NETWORK

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By......Westcoast Broadcasting Company
Address..............KPQ Bldg.
Phone Number..............45; 875
Transmitter Location......North End Miller Street
Time on the Air: 6:15 a.m. to 11:15 p.m. daily; 8:30 a.m. to 11 p.m. Sunday
News Service..............UP
Transcription Service.......NBC Thesaurus
WASHINGTON—WEST VIRGINIA

Representative
Joseph Hershey McGillvra, Inc.

Personnel
President
Rogan Jones
Station Manager
Mrs. Helen Wylie
Sales Manager
Mrs. Meryle Thompson
Program Director
Mrs. Mildred Dahlhauser
Chief Engineer
R. B. Sutton

KIT
YAKIMA—EST. 1929
MUTUAL—DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.
Frequency: 1280 Kc. Power: 1000 Watts
Owned-Operated By
Carl E. Haymond
Address
414 E. Yakima Ave.
Phone Number
6115
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
Representative
Jos. Hershey McGillvra, Inc.

Personnel
Owner
Carl E. Haymond
Station Mgr.
James A. Murphy
Sales Mgr.
H. A. Miller

KTYW
YAKIMA—EST. 1944
CBS, EVERGREEN
Frequency: 1460 Kc. Power: 500 Watts
Owned-Operated By
Cascade Broadcasting Company, Inc.
Business Address
Box 702
Phone Number
6104
Studio Address
E. Terrace Heights Blvd.
Transmitter Location
E. Terrace Heights Blvd.
Time on the Air: 6 a.m. to 12 midnight daily; 8 a.m. to 10 p.m. Sundays
News Service
AP
Transcription Service
Lang-Worth;
Representative
Burn-Smith, Co., Inc.

Personnel
President-Owner
A. W. Talbot
Station Manager
Miss E. J. Hamilton
Sales Manager
Pat O'Halleron
Program Director
Jim Thain
Sales Promotion Manager
Pat O'Halleron
War Program Director
E. J. Hamilton
Chief Announcer
John Griswold
Artists Bureau
Barry Sherman Co.
Chief Engineer
Dave Gordon

WEST VIRGINIA
For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

WJLS
BECKLEY—EST. 1939
CBS
KEYSTONE BROADCASTING SYSTEM
Frequency: 560 Kc. Power: 250 Watts
Owned-Operated By
Carl E. Smith, Jr.
Address
WJLS Bldg.
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
Lang-Worth
Representative
Burn-Smith Co., Inc.

Personnel
Owner
Joe L. Smith, Jr.
Station Manager
Mrs. V. N. Cooper
Sales Manager
John T. Gelder, Jr.
Publicity Director
Kenneth A. Schaffer
Program Manager
Terence M. Harcourt
Continuity Director
Midge Lee
Chief Announcer
Jack Pevora
Auditor
V. Z. Cooper
Chief Engineer
Al J. Ginkel

WHIS
BLUEFIELD—EST. 1928
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1440 Kc. Power: 1000 d.; 500 n.
Owned-Operated By
Daily Telegraph Printing Co.
Address ........................................ 412 Bland St.
Phone Number ................................ WHIS
Transmitter Location ....................... Route No. 52, Harry Heights
Time on the Air .............................. 5 a.m. to 12 midnight, Monday through Saturday; 8 a.m. - 12:05 p.m., Sunday
Newspaper Affiliation ..................... Bluefield Daily Telegraph; Sunset News
News Service .................................. UP
Transcription Service: World Broadcasting System
Representative ............................. The Katz Agency

**Personnel**

President .................................. H. I. Shott
Manager .................................... Hugh I. Schott, Jr.
Asst. Manager ............................. P. T. Flanagan
Sales Manager ............................. Ruby Brewer
Production Manager ..................... C. H. Murphey
Program Director ......................... P. T. Flanagan
Continuity Editor ......................... Janie Lambert
Publicity Director ....................... Elsia Thomas
News Editor ................................ Stuart Odell
Chief Announcer ......................... C. H. Murphey
Chief Engineer ........................... P. T. Flanagan

**WGKV**

CHARLESTON—EST. 1939
NATIONAL BROADCASTING CO.

Frequency: 1450 Kc.  Power: 100 Watts
Owned-Operated By ............... Kanawha Valley Broadcasting Company
Address ............................... 208-212 Dickinson St.
Phone Number ......................... 37-541
Transmitter Location ........... Coal Branch Heights
Time on the Air ....................... 19 hours per day
News Service ............................ UP
Transcription Service ............. NBC Thesaurus, Standard Radio
Representative .................... Joseph Hershey McGillvra, Inc.

**Personnel**

Presidents ............................. E. R. Custer, R. M. Venable
Station Manager ...................... Joseph B. Matthews
Commercial Manager ................ Robert Bowles
Program Director ..................... C. P. Vogel, Jr.
Continuity & Promotion .......... Gilbert Canfield
Publicity Director .................... C. P. Vogel, Jr.
Musical Director ...................... Al Stein
Chief Engineer ........................ Melvin Swilling

**WCHS**

CHARLESTON—EST. 1927
CBS—WEST VIRGINIA NETWORK

Frequency: 580 Kc.  Power: 5000 Watts
Owned-Operated By ............... Charleston Broadcasting Co.
Address .............................. 1016 Lee St.
Phone Number ......................... 28-131
Transmitter Location .......... Kanawha Country Club Road
Time on the Air ....................... 5:30 a.m. to 1 a.m.
News Service ............................ AP; UP
Transcription Service .......... World Representative
Representative .................... The Brannan Co.

**Personnel**

President .............................. John A. Kennedy
Vice-President-Managing Director .... Howard L. Chernoff
Technical Advisor .................... Odes E. Robinson
Sales Manager ........................ Howard L. Chernoff
Sales Promotion Manager ........... Elizabeth Camp
Program Director ..................... Jos. J. Herget
Traffic Director ....................... Carolyn Johnson
Musical Director ...................... Leah Perry Sloman
War Program Director ................ Joseph J. Herget
Production Manager ................ Berton Sonis
Publicity Director .................... Elizabeth Camp
Chief Engineer ........................ Odes Robinson

**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 ......................... 3040
Transmitter Location .......... Glen Elk, Clarksburg
Time on the Air ....................... 7 a.m.-1 p.m., Mon. thru Sat.; 9 a.m.-1 p.m., Sun.
News Service ............................ AP
Transcription Service ............. WBS
Representative .................... The Brannan Co.

**Personnel**

President .............................. Capt. John A. Kennedy
Station Manager ...................... G. C. Blackwell
Sales Manager, Sales Promotion Mgr. ......... G. C. Blackwell
War Program Director, Publicity .......... Jos. A. Wright
Shared 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
WEST VIRGINIA

Time on the Air .................. 5 a.m. to 12: midnight
News Service ........................ AP
Transcription Services.............. Standard Radio
Representative ...................... John Blair & Co.

Personnel
President ....................... Lt. Comdr. George B. Storer
Station-Commercial Manager ..... Stanton P. Kettler
Office Manager .................... R. C. Warden
Sales Promotion Mgr ............. Stanton P. Kettler
War Program Director .......... Frank Lee
Musical Director ................ DeWitt Wyatt
Program Director ................. Frank Lee
Continuity Director .............. Mary Jane Schults
Artists Bureau .................... Mrs. Rhoda J. Ledford
Chief Engineer .................... Robert Hough

WSAZ
HUNTINGTON—EST. 1927
BLUE NETWORK
WEST VIRGINIA NETWORK
Frequency: 930 Kc........ Power: 1000 Watts
Owned-Operated By .......... WSAZ, Inc.
Address .......................... 929 1/2 Fourth Ave.
Phone Number .................. 4100
Transmitter Location ........ 24th St., West
Time on the Air ................. Unlimited license
Newspaper Affiliation: Huntington Herald-Dispatch: Huntington Advertiser
News Service ...................... AP
Transcription Service ......... Standard Radio: Langworth
Representative .................. The Branham Co.

Personnel
President and General Manager ..................... John A. Kennedy
Station Manager ...................... Marshall L. Rosene
Commercial Manager ............... John L. Henry
Sales Promotion Manager .......... Mildred Chernooff
Program Director ................. W. Aldridge
Production Manager ............... W. O. Aldridge
Publicity Director ................ Marcia Young
Chief Announcer ................... Don Yeager
Artists Bureau ..................... L. F. Swann
Musical Director ................ Phyllis Vickers
Chief Engineer .................... Leroy Kilpatrick
Transmitter Location .......... Canada and Chestnut Streets
Time on the Air .................. 7:30 a.m. to 9 p.m.
Newspaper Affiliation .......... Logan Banner
News Service ...................... UP

W A J R
MORGANTOWN—EST. 1940
MBS
Frequency: 1230 Kc........ Power: 250 Watts
Owned-Operated By .......... West Virginia Radio Corporation
Business Address ................. 440-446 Spruce Street
Phone Number .................... 3466
Transmitter Location .......... Charleston and Webster Aves.
Time on the Air ................. 7:00 a.m. to 11:00 p.m., daily
Newspaper Affiliation .......... Morgantown News-Domination, Morgantown Post
News Service ...................... AP & BBC
Transcription Service .......... World Broadcasting System

Personnel
President ......................... H. C. Greer
General Manager ................ Norman Knight
Program Director ................. Numa Frey, Jr.
Promotion Director .......... Eleanor Negri
Musical Director ................ Owen Dietz
Chief Announcer .................. John Gabri
Traffic Manager ................. Clara Mutter
Studio Manager .................. William Goods
Commercial Manager .......... Frank Greer
Chief Engineer ................... R. C. Spence

W P A R
PARKERSBURG—EST. 1935
CBS—WEST VIRGINIA NETWORK
Frequency: 1450 Kc........ Power: 250 Watts
Owned-Operated By .......... Ohio Valley Broadcasting Corporation
Address .......................... 7th and Market St, Grinter Building
Phone Number .................... 2530
Transmitter Location .......... North Parkersburg
Time on the Air ................. 6:30 a.m. to 1:05 a.m.
News Service ..................... AP
Transcription Service .......... Standard Radio
Representative .................. Branham Company
**Personnel**

President ............... Capt. John A. Kennedy
Station Manager .......... George H. Clinton
Program Director ........ Carl Loose
War Program Director .... Paula Carr
Publicity Director ........ Tom Garten
Chief Announcer .............. Bill Sherman
Artists Bureau .............. Chas. Burroughs
Chief Engineer .............. Cecil Knowles

**WBRAW**

**WELCH—EST. 1940**

**KEYSTONE BROADCASTING SYSTEM**

Frequency: 1340 Kc. .... Power: 250 Watts
Owned-Operated By .......... McDowell Service Company
Business Address ........ 10 Riverside Drive
Phone Number .......... 818
Studio Address .......... 10 Riverside Drive
Transmitter Location .......... Dor Building
Time on the Air .......... 7:30 a.m. to 9:00 p.m.; Sundays, 9 a.m. to 6:30 p.m.
News Service .............. AP
Transcription Service .......... Associated Music
Publishers: Keystone Broadcasting System
Representative .............. Forjoe & Co.

**Personnel**

President .............. J. W. Blakely
General Manager .......... J. H. Metz
Program Director .......... John Villani
Chief Announcer-Director of War Programs .......... John Villani
Chief Engineer .............. Jerry H. Metz

**WWVA**

**WHEELING—EST. 1926**

**BLUE NETWORK**

Frequency: 1170 Kc. .... Power: 50000 Watts
Owned-Operated By .......... West Virginia Broadcasting Corp.
Address ................ Hawley Building
Phone Number .......... Wheeling 5383
Transmitter Location .......... St. Clairsville, Ohio
Time on the Air .......... 4:30 a.m. to 1 a.m.; Sundays, 7 a.m. to 1 a.m.
News Service .............. AP
Transcription Service .......... NBS Thesaurus
Representative .............. John Blair & Co.

**Personnel**

President .............. George B. Storer
Local Sales Manager .......... Wm. E. Rine
Station Manager .......... George W. Smith
Sales Promotion Manager-Publicity
Director .............. Ruth Lee Miller
Production Manager .......... Paul J. Miller
Program Director .......... Lew Clawson
Director of War Programs .......... Walt Turner
Chief Announcer .......... Walt Turner
Musical Director .......... Robert Nesbitt
Chief Engineer .............. Edward L. Keim

**WKBTH**

**WILLIAMSON—EST. 1939**

**KEYSTONE 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 .......... Unlimited license
News Service .............. UP
Transcription Service .......... World Broadcasting System

**Personnel**

President .............. Mrs. L. C. Tierney
Station-Commercial Manager .......... Alice Shein
Acting Program Director .......... Alice Shein
Chief Announcer .......... Charles R. French
Chief Engineer .............. Robert W. Bullio
BASICA LLY SOUND
... because WISN has achieved and is maintaining the
ideal 1-1-1-distribution of commercial programs. (One-third
national; one-third local; one-third network.)

BASICALLY SOUND
... because each year since 1940 business on WISN has
increased and each year the increase HAS BEEN GREATER
than in the previous year.

BASICA LLY SOUND
... because more advertisers are placing more business with
WISN year in—year out. If YOU want results in the Mil-
waukee area, you can get them on the station with the lis-
tener (and the advertiser) preference. Try us and see. You'll
be glad you did.
WHBY
APPLETON—EST. 1925
MUTUAL BROADCASTING SYSTEM
WISCONSIN RADIO NETWORK
KEYSTONE BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: WHBY, Inc.
Address...............600 S. Lawe St.
Phone Number.........1161
Transmitter Location.600 S. Lawe St.
Time on the Air........7 a.m.-11 p.m.
News Service...........AP
Transcription Service...Standard Radio

Personnel
Chief Executive........Rev. J. A. Wagner
Station Manager...J. L. Gallagher
Program Director....Rodge Mueller
Chief Engineer........George Merkle

WATW
ASHLAND—EST. 1940
MUTUAL BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated By: Upper Michigan-Wisconsin Broadcasting Co., Inc.
Address..............Northern State Bank Building
Phone Number........1420
Transmitter Location.Ellis Ave.
Time on the Air....6:25 a.m. to 11 p.m.
News Service...........UP
Transcription Service...Langworth
Representative........Sears & Ayes

Personnel
President..............William L. Johnson
Station Manager........J. W. Huss
Commercial Manager.....T. G. Hogan
Program Director-Chief
Announcer..............Harry Wills
Chief Engineer..........Hine Dahibacka

WEAU
EAU CLAIRE—EST. 1937
NATIONAL BROADCASTING CO.
ARROWHEAD NETWORK
Frequency: 750 Kc. Power: 5000 Watts
Owned-Operated By: Central Broadcasting Company
Business Address......203 South Barstow St.
Phone Number.........6149
Transmitter Location.Symour Road (County Road Q)
Time on the Air...........Full Time

News Service.............Eau Claire Leader
Transcription Service....Langworth & World
Representative........George P. Hollingbery Co.

KFIZ
FOND-DU-LAC—EST. 1922
MUTUAL BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1450 Kc. Power: 250 Watts
Owned By: The Reporter Printing Company
Operated By.....The Commonwealth Reporter
Address..............18-20-22 West First Street
Phone Number..........358
Transmitter Location....Lange Bldg.
Time on the Air: 8 a.m. to 10 p.m.; Sundays: 7:30 a.m.-11 p.m.
News Service.............The Commonwealth Reporter

Personnel
President..............A. H. Lange
Station Manager.........Lucille Fairbanks
Commercial Manager.....William O’Brien
Program Director........Joyce A. Bohr
Chief Announcer.........Allen Sampson
Chief Engineer...........Wendell S. Meyers

WTAQ
GREEN BAY—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1300 Kc. Power: 5000 Watts
Owned-Operated By: WHBY, Inc.
Business Address.......Bellin Bldg.
Phone Number...........Adams 1
Studio Address..........Bellin Building
Transmitter Location...West De Pere, Wis.
Time on the Air........6 a.m. to 12 midnight
News Service.............AP
Transcription Service....Associated Music Publishers
Representative...........Weed & Co.

Personnel
Managing Director......Rev. James A. Wagner
General Manager........Haydn R. Evans
Sales Manager...........Val Schneider
Program Director........Al Michael
WCLO
JANESVILLE—EST. 1930
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated by Gazette Printing Co.
Address: 200 E. Milwaukee Ave.
Phone Number: 2500
Transmitter Location: 1436 Oakhill Ave.
Time on the Air: 6:45 a.m.-11 p.m.
Newspaper Affiliation: Janesville Daily Gazette
News Service: AP
Transcription Service: Langworth
Representative: Wm. G. Rambeau Co.

WKBH
LA CROSSE—EST. 1926
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 1410 Kc. Power: 1000 Watts
Owned-Operated by WKBH Inc.
Address: Radio Building
Phone Number: 4-5-0
Transmitter Location: R. F. D. LaCrosse
Time on the Air: 6 a.m. to 11:30 p.m.; Sunday, 9 a.m. to 11:30 p.m.
News Service: AP
Transcription Service: Langworth
Representative: Howard H. Wilson Company

WHA
MADISON—EST. 1917 (as 9XM) 1922 (as WHA)
Frequency: 970 Kc. Power: 5000 Watts
Owned by State of Wisconsin
Operated By University of Wisconsin
Address: Radio Hall
Phone Number: Badger 580, Extension 476
Transmitter Location: Fish Hatchery Road
Time on the Air: 7:30 a.m. to local sunset
News Service: UP
Transcription Service: Standard Radio & World

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: Route 4, Madison, Wis.
Time on the Air: Unlimited license
Newspaper Affiliation: The Capital Times; Wisconsin State Journal
News Service: UP
Transcription Service: Associated Music & Standard
Representative: Howard H. Wilson Co.

WOMT
MANITOWOC—EST. 1926
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 100 Watts
Owned-Operated by Francis M. Kadow
Address: Radio Building
Phone Number: 167-400
Transmitter Location: 11110 Washington St.
Time on the Air: 6:55 a.m. to 10 p.m.
News Service: UP
Transcription Service: World Broadcasting System
Representative: Regional Radio Sales

Personnel

WIBA
Chief Executive: H. B. McCarty
Acting Director: William G. Harley
Acting Program Director: Walter Krulevitch
Chief Engineer: John Stiehl (Non-Commercial Station)

WOMT
President: William T. Evjue
General Manager: Edwin C. Allen
Program Manager & Publicity: K. F. Schmitz
Musical Director: Leon Perssion
Chief Engineer: Norman Hahn

WHA
General Manager: F. M. Kadow
Production & Promotion Manager: L. J. Kadow
Commercial Manager: Maurice Dalley
Program Director: Russ Russell
Chief Engineer: W. F. Dubin
WISCONSIN

WMAM
MARINETTE—EST. 1939
WOLVERINE WISCONSIN NETWORK
Frequency: 570 Kc. Power: 250 Watts day, 100 night
Owned-Operated By. M. & M. Broadcasting Company
Address. Radio Park
Phone Number. 570
Transmitter Location. Radio Park
Time on the Air. 6:30 a.m.-10 p.m.
News Service. UP
Transcription Service. Associated Music
Representative. Howard Wilson

Personnel
President. W. E. Walker
Station Manager. Joseph D. Mackin
Sales and Merchandising Manager. Howard Emich
Program Director. Florence Meyers
Director War Programs. Pat Kehoe
Chief Engineer. Martin R. Lund

WIGM
MEDFORD—EST. 1941
KEYSTONE BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. George F. Meyer
Business Address. Medford, Wisconsin
Phone Number. 5147
Studio Address. Highway 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
Transcription Service. Keystone Broadcasting System, Langworth
Representative. Cox & Tanz

Personnel
Owner. George F. Meyer
Station Manager. Mrs. Irma Meyer
Commercial Manager. Anton Grossman
Chief Announcer. Ray Laube
Chief Engineer. Raymond Bohnert

WISN
MILWAUKEE—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 1150 Kc. Power: 5000 Watts
Owned-Operated By. Hearst Radio, Inc.
Business Address. 123 W. Michigan St.
Phone Number. Daly 3900
Transmitter Location. 4601 South 60th St.
Time on the Air: 6 a.m. to 12:05 a.m.; Sundays, 7:15 a.m. to 12:05 a.m.
Newspaper Affiliation. The Milwaukee Sentinel
News Service. UP, INS
Transcription Service. World Broadcasting System, Standard Radio
Representative. The Katz Agency

Personnel
General Manager. G. W. Grignon
Sales Promotion Manager-Director of War Programs & Publicity. Ellis Saxton
Program Director. Woods Dreyfus
Musical Director. E. Krebs
Chief Engineer. Dick Richards

WTMJ
MILWAUKEE—EST. 1927
NATIONAL BROADCASTING CO.
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By. The Journal Company (The Milwaukee Journal)
Business Address. 333 West State Street
Phone Number. Marquette 6000
Studio Address. 720 East Capitol Drive
Transmitter Location. Route No. 5, Box 817, Waukesha, Wis.
Time on the Air: 6 a.m. to 12 midnight; Sundays, 8 a.m. to 12 midnight
Newspaper Affiliation. The Milwaukee Journal
News Service. Associated Music Publishers
Transcription Service. Associated Music Publishers
Representative. Edward Petry & Co., Inc.

Personnel
Vice President-General Manager. W. J. Damm
Station Manager-In Charge of Sales. L. W. Herzog
Asst. Manager. R. G. Winnie
Program Director & Publicity Director. Bruce Wallace
Chief Announcer. Robert J. Heiss
Musical Director. Maurice Kipen
Chief Technician. D. W. Gellerup
BIGGER Every Year!

BIGGER List of Local Accounts
BIGGER List of National Accounts
BIGGER Audience
BIGGER Results

Year In and Year Out

WEMP Milwaukee
Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives
WEMP
MILWAUKEE—EST. 1935
THE BLUE NETWORK
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated by Milwaukee Broadcasting Co.
Address ..............710 N. Plankington Ave.
Phone Number ............Marquette 7725
Transmitter Location ..........710 No. Plankington
Time on the Air ..........7 a.m.-Midnight, Sunday:
6:30 a.m.-3:30 a.m. Daily
News Service .................UP Representative..............Howard H. Wilson Co.

Personnel
Station Manager ..............C. J. Lanphier
Program & Production Director ..Conrad Rice
Musical Director ................Elmer Ihrke
Chief Announcer ..............Paul Bartell
Director War Programs ..........N. K. Searles
Chief Engineer ................Raymond Host

WOSH
OSHKOSH—EST. 1941
BLUE NETWORK
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated by Oshkosh Broadcasting Corp.
Address ..............151½ Main Street
Phone Number ..........4580
Transmitter Location .............Bowen Street
Time on the Air .............6:30 a.m. to 11 p.m.
News Service .................UP
Transcription Service ..........World Representative..............Regional Radio Sales

Personnel
President ..............Myles H. Johns
General Manager ..............Ben A. Laird
Sales Manager ..............Wilmer J. LaFond
Program Director ..........Marjorie Hilliard
Chief Announcer-Farm Editor ........Jack Kessenick
Chief Engineer ..............Nathan Williams

WIBU
POYNETTE—EST. 1925
MUTUAL BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by Wm. C. Forrest
Business Address ..........R. F. D. No. 2
Phone Number ..........97 R 5 Poynette
Studio Addresses: Poynette; Portage; Beaver Dam; Madison; Baraboo
Transmitter Location ..........R. F. D. No. 2
Time on the Air ..............7 a.m. to 11 p.m.
Transcription Service ..........Standard Radio

Personnel
Station Manager ..............Wm. C. Forrest
Commercial-Madison Studio Manager ........Ralph O'Connor
Portage Studio Manager ..........M. A. Hays
Beaver Dam Studio Manager ..........Hal Woods
Program Director ..........Sarah Forrest
Chief Announcer ..............Geo. Gross
Chief Engineer ..............Leonard Doese

WRJN
RACINE—EST. 1926
MUTUAL BROADCASTING SYSTEM
KEystone BROADCASTING SYSTEM
WISCONSIN NETWORK
Frequency: 1400 Kc. Power: 250 Watts
Owned-Operated by Racine Broadcasting Corporation
Address ..................441 Main Street
Phone Number ..........Jackson 290-291
Transmitter Location ....Mount Pleasant, Wisc.
Time on the Air ..........8:30 a.m. to 10 p.m.
Newspaper Affiliation ..........Racine Journal-Times
News Service .................AP Representative ..............Regional Radio Sales

Personnel
President & General Manager ..........Harry R. LePoidevin
Station & Commercial Manager ..........Harold J. Newcomb
Program Director ..........Garrett Adams
Musical Director ..........Orson White
Chief Engineer ..............F. Lee Dechant

WJMC
RICE LAKE—EST. 1939
MUTUAL BROADCASTING SYSTEM
KEYSTONE BROADCASTING SYSTEM
Frequency: 1240 Kc. Power: 250 Watts
Owned-Operated by Indianhead Broadcasting Co.
Address ..............1615 S. Main St.
Phone Number ..........550
Transmitter Location ..........1615 South Main St.
Time on the Air ..........7:00 a.m.-8:00 p.m.;
Sunday: 8:00 a.m.-6:00 p.m.
News Service .................AP Transcription Service ..........Standard Radio

Personnel
President ..........Walter C. Bridges
Director of Operations ..........H. W. Westmoreland
Sales Manager ..........Leonard Anderson
**WHBL**

**SHEBOYGAN—EST. 1928**

**MUTUAL BROADCASTING SYSTEM**

**WISCONSIN NETWORK**

Frequency: 1330 Kc. Power: 1000 d.; 250 n.;
Owned-Operated By ........ Press Publishing
Business Address .......... 626-636 Center Ave.
Phone Number .................. 1900
Studio Address .... Press Building
Transmitter Location .......... Highway No. 141
Time on the Air .......... 7:00 a.m. to 11 p.m.
Newspaper Affiliation .......... Sheboygan Press
News Service .................. UP
Transcription Service .......... Standard Radio
Representative ............. John Pearson

**Personnel**

Executive Director ........ A. Matt Werner
Station Manager .............. G. P. Richards
Program & Musical Director .... Glen James
Chief Engineer .............. Herbert Mayer

---

**WLBL**

**STEVEN'S POINT—EST. 1924**

Frequency: 930 Kc. Power: 5000 Watts
Owned By .......... Department of Agriculture
Operated by .. Wisconsin Department of Agriculture
Business Address .......... Stevens Point
Phone Number .................. 525
Studio Address .......... State Teachers College
Transmitter Location .......... Auburndale, Wisconsin
Time on the Air .......... Daytime license
News Service .................. AP

**Personnel**

Director ................. Milton Button
Station Manager ............. F. R. Calvert
Chief Engineer .......... Walt Ninneman
(Non-Commercial Station)

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**WDSM**

**SUPERIOR—EST. 1939**

**MUTUAL BROADCASTING SYSTEM**

**BLUE NETWORK**

**NORTH CENTRAL BROADCASTING SYSTEM**

Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By .......... WDSM, Inc.
Business Address .......... Board of Trade Bldg.
Phone Numbers: ........ 6252 (Business Office); 4451 (Superior Studio); Mel. 1812 (Duluth Studio)
Studio Addresses: .... Androy Hotel, Superior; Spalding Hotel, Duluth, Minn.
Transmitter Location .......... Connor's Point, Superior, Wisc.

Time on the Air .......... 18½ hours daily
Representative ........ Wm. G. Rambeau Company

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**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 10:30 p.m.
News Service .................. UP
Transcription Service .......... World Representative .... Howard H. Wilson

**Personnel**

President .......... Lt. Col. W. E. Walker
General Manager .......... Ben F. Hovel
Commercial Manager .......... J. W. Killeen
Program-Musical Director .... Donald R. Burt
Chief Engineer .......... Roland Richard

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**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 .................. 1340
Studio Address .......... 141 West Grand Ave.; Fox Theater Bldg., Stevens Point, McComb-Johnson Building, Marshfield
Transmitter Location .......... 1500 Bonow Ave.
Time on the Air .......... 7 a.m. to 10:30 p.m.
Newspaper Affiliation .......... Wisconsin Rapids Daily Tribune
News Service .................. AP
Transcription Service .......... Standard Radio
Representatives ............ Burn Smith Co.

**Personnel**

Owner .......... William F. Huffman
General Manager .......... George T. Frechette
Commercial Manager .......... Bruce G. Belchli
Program Director .......... Arnold Strape
Chief Engineer .......... Garth N. Bowker

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WYOMING

For Latest U. S. Census Population And Radio Homes Data And Statistics on "Shifting Population" Please Turn To Pages 273-287

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: Keystone Broadcasting System
Representatives: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel
Owner-Manager: Donald L. Hathaway
Program Director: Marcus R. Nichols
Chief Announcer: Harrison Brewer
Chief Engineer: D. L. Hathaway

KFBC
Cheyenne—Est. 1940
Blue Network
Keystone Broadcasting System
Frequency: 1240 kc. Power: 250 watts
Owned-Operated By: Frontier Broadcasting Co.
Address: Plains Hotel
Phone Number: 4461
Transmitter Location: 3rd and Evans Street
Time on the Air: Unlimited license
Newspaper Affiliation: Wyoming Eagle
Station Manager: Wm. C. Grove
News Service: UP
Representative: Burn-Smith Company

Personnel
Owner: Tracy S. McCracken
Station Manager: Wm. C. Grove
Sales Promotion Manager: Frank Flyn
Program-Publicity Director: Jeanette Flyn
Announcer: Dick Lane
Chief Engineer: Wm. C. Grove

KWYO
Powell—Est. 1941
Keystone Broadcasting System
Frequency: 1230 kc. Power: 250 watts
Owned-Operated By: Albert J. Meyer
Business Address: 557 N. Clark St.
Phone Number: 222
Studio Address: 7th & Hamilton St.
Transmitter Location: 7th & Hamilton Sts.
Time on the Air: 7 a.m. to 10 p.m.
News Service: UP
Transcription Service: Langworth, Keystone Broadcasting System
Representatives: Sears & Ayer, Inc.; Homer Owen Griffith

Personnel
President: R. E. Carroll
General Manager: Jim Carroll
Program-Publicity Director: Mel Hallock
Chief Engineer: Bob Crossthalte
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. LaSALLE ST. HOMER GRIFFITH, 6362 HOLLYWOOD BLVD.
NEW YORK 17, N. Y. CHICAGO, ILLINOIS HOLLYWOOD, CALIFORNIA
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...............INS; Transradio; UP
164—Stations (States)
TERRITORIES—POSSESSIONS
Transcription Service......Lang-Worth; Keystone Broadcasting System; Army Special Service
Representative..............Pan American Broadcasting Co.

Personnel
Owner-Station Manager...William J. Wagner
Commercial Manager........Ken Laughlin
Chief Announcer............Allen Walker
Chief Engineer................David O. Fields

KINY
JUNEAU—EST. 1935
Frequency: 1450 Kc............Power: 1000 Watts
Owned-Operated By...........Edwin A. Kraft
Business Address...........Box 2587, Juneau
Phone Number................197 (Juneau); Elliott 5488 (Seattle)
Studio Address..............Decker Bldg.
Transmitter Location.......Alaska Juneau Mine Dump
Time on the Air.............7:30 a.m. to 11 p.m.; Sundays, 10 a.m. to 8:30 p.m.
Transcription Service......C. P. MacGregor; Lang-Worth
Representative..............Joseph Hershey McGillivra

Personnel
Owner.......................Edwin A. Kraft
Station Manager.............Henry M. Hogue
Chief Engineer..............Murray Durham

KTKN
KETCHikan—EST. 1942
Frequency: 930 Kc............Power: 1000 Watts
Owned-Operated By...........Edwin A. Kraft
Transmitter Location........Ketchikan, Alaska
Time on the Air.............7:30 a.m. to 11 p.m.; Sundays, 10:30 a.m. to 9 p.m.
Representatives..............Spot Sales, Inc.

Personnel
Owner.......................Edwin A. Kraft
Station Manager.............Henry M. Hogue
Program Director...........Gordon Chandler
Chief Engineer..............Murray M. Durham

WV CX
SITKA
1220 Kc. 15 Watts, American Expeditionary Station
With great pleasure we quote a paragraph from one of the letters received daily by Station WNEL.

"WE BELIEVE YOU WILL BE INTERESTED TO KNOW THAT WE RECENTLY MADE A HOUSE TO HOUSE CHECK ON THIS PROGRAM DURING ITS BROADCAST. OUR SURVEY SHOWED 72% OF THE RADIO LISTENERS TUNED TO THIS PROGRAM. WE FEEL THE RESULTS ACHIEVED THIS YEAR WITH THIS PROGRAM ARE MOST GRATIFYING AND, IN ACCORDANCE WITH OUR RECENT CONVERSATION, WE ARE PLANNING TO CONTINUE IT IN THE SAME FORM NEXT YEAR."

ORIGINAL ON FILE
TOTAL IMPORTS DURING YEAR 1941............. $156,039,176

including
Food, Animal and Vegetable Products........... 52,276,598
Machinery and Vehicles.......................... 20,566,992
Chemical and Drug Products..................... 10,870,012
Misc. Products.................................. 72,325,574

5000 WATTS
N.B.C. AFFILIATE
WNEL
JUAN PIZA
New York Office:
470 Park Ave. ELdorado 5-6788
Hawaii

**KHBC**
**Hilo—Est. 1936**
**CBS—MBS**
HAWAIIAN BROADCASTING SYSTEM
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Hawaiian Broadcasting System, Ltd.
Address........................................1285 Kalanioloe Ave.
Transmitter Location................................Hilo
Time on the Air........................................Unlimited license
Transcription Service: C. P. MacGregor: World Broadcasting System

**Personnel**
General Manager.........................J. Howard Worrall
Station Manager.....................Al Green
National Sales Manager..............Henry C. Putnam

**KTOK**
**Lihue—Est. 1940**
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By: Garden Island Publishing Co.
Address........................................Lihue
Transmitter Location.......................Northeast of Lihue
Time on the Air.................................Unlimited license
Newspaper Affiliation......................Garden Island Publishing Co.

**Personnel**
General Manager.........................C. J. Fern

Puerto Rico

**WKKM**
**Arecebo—Est. 1944**
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: American Colonial Broadcasting Co.* (Construction Permit)

**WPRF**
**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

**WPAB**
**Ponce—Est. 1940**
Frequency: 1370 Kc. Power: 1000 Watts
Owned-Operated By: Portorican American Broadcasting Co.
Address........................................17 Leon St.
Phone Number...................................783
Transmitter Location.......................Ponce Playa
Time on the Air.................................Unlimited license
News Service....................................AP
Representative.............................West Indies Adv.

**Personnel**
President..............................Pedro Juan Serralles
Station Manager..........................Miguel Soltero
Chief Engineer..............................Jose Sepulveda

* (Construction Permit)
Petenta

IRtco

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
**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

Personnel
General Manager: Julio M. Conesa

**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 29½
Transmitter Location: Carolina Rd.
Time on the Air: Unlimited
News Service: AP
Transcription Service: Standard Radio Representative

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 Selio
Musical Director: Jose Raul Ramirez
Chief Engineer: Alfonso Sanchez

**WKAQ**

SAN JUAN—EST. 1922
COLUMBIA BROADCASTING SYSTEM
Frequency: 620 Kc. Power: 5000 Watts
Owned-Operated By: Radio Corporation of Porto Rico
Address: 30 Teluan St.
Phone Number: San Juan 2014
Transmitter Location: Hato Rey
Time on the 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

**WNEL**

SAN JUAN—EST. 1934
NATIONAL BROADCASTING CO.
Frequency: 1320 Kc. Power: 5000 Watts
Owned-Operated By: Juan Piza
Address: 59 Brau St.
Phone Number: 107
Transmitter Location: Green Island Santurce, P. R.
Time on the Air: Unlimited
News Service: Transradio
Transcription Service: Lang-Worth

Personnel
Owner-Station Manager: Juan Piza
Commercial-Sales Promotion Manager: Agustin R. Camunas
Program Director: Camilo Fraticelli
Production Manager: Juan Maldonado
Chief Engineer: Jose Arzuaga

NEWS COMMENTATOR
PRODUCER-ANNOUNCER

EMILY AULL

ASSOCIATED PRESS NEWS—WIAC
MUSICAL AMERICA—WNEL
SAN JUAN PUERTO RICO
CBC TRANS-CANADA NETWORK
COAST-TO-COAST: 31 BASIC AND SUPPLEMENTARY STATIONS

CBC DOMINION NETWORK
COAST-TO-COAST: 38 BASIC AND SUPPLEMENTARY STATIONS

CBC FRENCH NETWORK
PROVINCE OF QUEBEC: 11 BASIC AND SUPPLEMENTARY STATIONS

COMMERCIAL DIVISION
TORONTO
354 Jarvis St.

MONTREAL
1231 St. Catherines St. W.

CANADIAN BROADCASTING CORPORATION
C A N A D A

※

Stations

Alphabetical Index

By Call Letters

Networks
C A N A D I A N
Broadcasting Corporation

OFFICES
Victoria Bldg., Ottawa
55 York St., Toronto
Keefer Bldg., Montreal
1231 St. Catherine St. W., Montreal

Board of Governors

Howard B. Chass, Chairman, Montreal, Que.
R. "ne Mor'n, E.C., Montreal, Que.
Mrs. T. W. (Mary) Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.

General Manager .......... Dr. Augustin Frigon
(Ottawa and Montreal)
Assistant General Manager ... Donald Manson
(Ottawa)
Treasurer .................... Harry Bramah
(Ottawa)
Director of Personnel & Administrative
Services ..................... R. P. Landry
(Ottawa)
Director General of Programs .... E. L. Bushnell
(Toronto)
Assist. Supervisor of Programs ... C. Jennings
(Toronto)
Commercial Manager ........ E. A. Weir
(Toronto)
Assistant Commercial Manager ... W. E. Powell
(Toronto)
Commercial Manager,
Quebec Region ............. J. A. Dupont
(Montreal)
Supervisor of Press and Information
Wells Ritchie
(Toronto)
Supervisor of Press and
Information, Quebec Region ... Leopold Houle
(Montreal)
Chief Engineer .............. G. W. Olive
(Montreal)
Assistant Chief Engineer ... J. A. Ouimet
(Montreal)
Supervisor of Station Relations ... J. R. Radford
(Toronto)
Traffic Manager ............. E. W. Jackson
(Toronto)

Regional Representatives
Maritimes—George Young, Halifax, N. S.
Quebec—J. M. Beaudet, Montreal, Que.
Quebec—D. Claringbull, 805 Davenport Rd.,
Toronto, Ont.
Prairies—J. Finlay, Winnipeg.

British Columbia—Ira Dilworth, Vancouver,
B. C.
Overseas Unit—A. E. Powley, Broadcasting

Trans-Canada Network

CJCB, Sydney
*CBH, Halifax
*CBV, Sackville
CHSJ, Saint John
CFNB, Fredericton
*CBM, Montreal
*CBO, Ottawa
CKWS, Kingston
*CBL, Toronto
CKSO, Sudbury
CFCH, North Bay

Dominion Network

CJFX, Antigous
CHNS, Halifax
CFCY, Charlottetown
CKCW, Mouton
CKNB, Campbellton
CJLS, Yarmouth
CHLT, Sherbrooke
CFCF, Montreal
CKCO, Ottawa
CHOV, Pembroke
CFBR, Brockville
*CJBC, Toronto
CHEX, Peterborough
CFPL, London
CFCO, Chatham

French Network
(All Quebec)

*CBF, Montreal
*CBV, Quebec
*CBJ, Chicoutimi
CHNC, New Carlisle
CJBR, Rimouski

*CBC-owned and operated
CHGB, Ste. Anne de la Pocatiere
The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in the year and corrections were made up to the time of going to press to insure the inclusion of late developments.

<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>663</td>
</tr>
<tr>
<td>CBF</td>
<td>Montreal, Que.</td>
<td>690</td>
<td>50000</td>
<td>674</td>
</tr>
<tr>
<td>CBH</td>
<td>Halifax, N. S.</td>
<td>1240</td>
<td>100</td>
<td>663</td>
</tr>
<tr>
<td>CBJ</td>
<td>Chicoutimi, Que.</td>
<td>1580</td>
<td>1000</td>
<td>674</td>
</tr>
<tr>
<td>CBK</td>
<td>Weyburn, Sask.</td>
<td>540</td>
<td>50000</td>
<td>679</td>
</tr>
<tr>
<td>CBL</td>
<td>Toronto, Ont.</td>
<td>740</td>
<td>50000</td>
<td>670</td>
</tr>
<tr>
<td>CBM</td>
<td>Montreal, Que.</td>
<td>940</td>
<td>50000</td>
<td>674</td>
</tr>
<tr>
<td>CBO</td>
<td>Ottawa, Ont.</td>
<td>910</td>
<td>1000</td>
<td>667</td>
</tr>
<tr>
<td>CBR</td>
<td>Vancouver, B. C.</td>
<td>1130</td>
<td>5000</td>
<td>660</td>
</tr>
<tr>
<td>CBV</td>
<td>Quebec, Que.</td>
<td>980</td>
<td>1000</td>
<td>676</td>
</tr>
<tr>
<td>CFAB</td>
<td>Windsor, N. S.</td>
<td>1450</td>
<td>100</td>
<td>664</td>
</tr>
<tr>
<td>CFAC</td>
<td>Calgary, Alta.</td>
<td>960</td>
<td>1000</td>
<td>664</td>
</tr>
<tr>
<td>CFAR</td>
<td>Flin Flon, Man.</td>
<td>1230</td>
<td>250</td>
<td>661</td>
</tr>
<tr>
<td>CFBR</td>
<td>Brockville, Ont.</td>
<td>1450</td>
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<td>Power in Watts</td>
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656
CFAC
CALGARY—EST. 1922
CBC & FOOTHILLS NET
Frequency: 960 Kc............Power: 1000 Watts
Owned By.....................The Southam Co., Limited
Operated By Taylor, Pearson & Carson Broadcasting Co., Ltd.
Address.........................1000 Southam Building
Phone Number...................R 1036
Transmitter Location.............Forest Lawn
Time on the Air........6:30 a.m. to 12:00 midnight;
Sundays, 7:45 a.m.-Midnight
Newspaper Affiliation............Calgary Daily Herald
Time on the Air........6:30 a.m. to 12:00 midnight;
Sundays, 7:45 a.m.-Midnight
Newspaper Affiliation............Calgary Daily Herald
Phone Number...................22101-5
Transmitter Location.............Jasper Highway
Time on the Air........6:00 a.m.-12 Mid:;
Sundays, 8:00 a.m.-12 Mid.
News Service.....................British UP
Transcription Service............Standard Radio; Lang-Worth; United Transcribed System
Representative..................Radio Representatives, Ltd.; Jack Slatter

Personnel
President.........................H. R. Carson
Station Manager................A. M. Cairns
Commercial Manager.............F. R. Shaw
Promotion & Merchandising.......F. P. Schofield
Program Director................Jack Stewart
Chief Engineer...................Earl C. Connor
Musical Director.................Geoffrey Waddington

CFCN
CALGARY—EST. 1922
Frequency: 1010 Kc............Power: 10,000 Watts
Owned-Operated By.............The Voice of the Prairies, Ltd.
Address.........................Toronto General Trusts Bldg.
Phone Number...................M 1161
Transmitter Location.............Strathmore
Time on the Air........6:30 a.m. to 12 midnight;
Sundays, 8:00 a.m. to 12 midnight
Transcription Service.............Standard Radio; Lang-Worth; C. P. MacGregor
Representative..................Radio Representatives, Ltd.;
Toronto-Montreal; H. N. Stovin, Winnipeg;
Howard H. Wilson Co., U.S.A.

Personnel
Managing Director.................H. G. Love
Commercial Manager...............E. H. McGuire
Chief Engineer....................W. V. McLaughlin

CJCA
EDMONTON—EST. 1922
CBC—TRANS. CANADA
Frequency: 930 Kc............Power: 1000 Watts
Owned By........................The Edmonton Journal, Ltd.
Operated By......................Taylor & Pearson Broadcasting Co.
Address.........................Birk's Bldg., Jasper Ave.
Phone Number...................26131
Transmitter Location.............Belmont
Time on the Air........6:15 a.m.-12 Mid.
Newspaper Affiliation............Edmonton Journal
New Service.....................Canadian Press;
Press News, Ltd.; AP
Transcription Service............NBC Thesaurus;
World Broadcasting System
Representative..................All-Canada Radio Facilities, Ltd.; Weed & Co.
### Personnel

<table>
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<tr>
<th>Station Manager</th>
<th>Gordon S. Henry</th>
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<tr>
<td>Sales Manager</td>
<td>Rolle Barnes</td>
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<tr>
<td>Assistant Manager</td>
<td>Walter Blake</td>
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<td>Public Relations Director</td>
<td>Tom A. Shandro</td>
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<tr>
<td>Chief Engineer</td>
<td>Gordon Shillakeer</td>
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**CKUA**

**EDMONTON—EST. 1927**

**CBC**

Frequency: 550 Kc. Power: 1000 Watts

Owned By: Government of Alberta

Operated By: Alberta Govt. Telephones

Address: Department of Extension, University of Alberta

Phone Number: 32233

Transmitter Location: Calgary Trail, South Edmonton

Time on the Air: 11:00 a.m.-10 p.m.

**Personnel**

President of the University: Dr. Robert Newton

Chief Engineer: Roy Usher

Station Manager: J. B. McRae *(Non-Commercial Stations)*

### CFP

**GRANDE PRAIRIE—EST. 1937**

**CBC**

Frequency: 1350 Kc. Power: 1000 Watts

Owned-Operated By: Northern Broadcasting Corporation, Ltd.

Address: Grande Prairie

Phone Number: 153

Time on the Air: 6:50 a.m.-11:00 p.m.

News Service: CBC News; BBC News; BUP

Transcription Service: United Transcribed

Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

### CJOC

**LETHBRIDGE—EST. 1926**

**FOOTHILLS NETWORK**

**CANADIAN BROADCASTING CORP.**

Frequency: 1060 Kc. Power: 1000 Watts

Owned-Operated By: Lethbridge Broadcasting Co., Ltd.

Address: Marquis Hotel Bldg., Fourth Ave., South

Phone Number: 9161

Transmitter Location: Broxburn, Alberta

Time on the Air: 8 a.m.-11:30 p.m.,

News Service: Canadian Press

Transcription Service: NBC Thesaurus: Lang-Worth

Representative: All Canada Radio Facilities, Ltd.; Weed & Co.

### CJMH

**MEDICINE HAT**

Frequency: 1490 Kc. Power: 100 Watts

Executive: J. H. Yiull *(Non-Commercial Stations)*

### CHWK

**CHILLIWACK—EST. 1927**

**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: 15½ hours daily

Transcription Service: United

Representative: All-Canada Radio

**Personnel**

Owners: C. Casey Wells, Jack Pilling

Comm. Manager: Jack Pilling

Chief Engineer: Frederick Jennings

### CFJC

**KAMLOOPS—EST. 1926**

**TRANS-CANADA**

Frequency: 510 Kc. Power: 1000 Watts

Owned By: Kamloops Sentinel, Ltd.

Operated By: Kamloops Sentinel, Ltd.

Address: 310 St. Paul St.

Phone Numbers: 1021; 1018

Transmitter Location: North Kamloops

Time on the Air: 7 a.m. to 11:30 p.m.

Newspaper Affiliation: Kamloops Sentinel Ltd.

Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.

**Personnel**

President: R. E. White
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: Kelowna 200  
Studio Address: 206 Mill Ave.  
Transmitter Location: Okanagan Mission, B. C.  
Time on the Air: 6:45 a.m. to 11 p.m.; Sundays, 8:30 a.m. to 11 p.m.  
News Service: CBC News; PN Press News  
Transmission Service: CBC News; NBC Thesaurus; Lang-Worth  
Representative: All-Canada Radio Facilities, Ltd.; Weed & Co.  

Personnel  
Managing Director ......... J. W. B. Browne  
Chief Engineer .......... J. H. B. Browne  
Asst. to Manager ........ H. A. Lethbridge  
Secretary ................. Marion E. Lee  

CKLN  
NELSON—EST. 1939  
CBC  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: News Publishing Co., Ltd.  
Business Address: P. O. Box 250  
Phone Number: 336  
Studio Address: Radio Avenue  
Transmitter Location: Radio Avenue  
Time on the Air: 7:30 a.m.-10:30 p.m.  
News Service: Nelson Daily News  
Transmission Service: Standard Radio  
Representative: Stovin & Wright  

Personnel  
President ............... F. F. Payne  
Station Manager .......... J. B. Stark  
Sales Manager ............. Joan Orr  
Sales Promotion Manager ... Joan Orr  
Program Director .......... Joan Orr  
War Program Director ...... Joan Underwood  
Publicity Director ......... Joan Orr  
Chief Announcer .......... Stewart Irving  

CKNW  
NEW WESTMINSTER—EST. 1944  
Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: International Broadcasting Co., Ltd.  
Business Address: Hotel Windsor  
Phone Number: NW 3000  
News Service ............ BUP  
Transmission Service: World Broadcasting System  
Representative: Radio Representatives  

Personnel  
Chief Owner ............. William Rea, Jr.  
General Manager .......... William Rea, Jr.  
Commercial Manager ....... David Armstrong  
Program Director .......... William Fox  
Sales Promotion Manager ... Ferdy Baglo  
Chief Engineer .......... Ross McIntyre  

CKPA  
PORT ALBERNI—EST. 1944  
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Neal Jordan  
Personnel  
Chief Owner ............. Neal Jordan  

CFPR  
PRINCE RUPERT—EST. 1938  
CANADIAN BROADCASTING CORP.  
Frequency: 1240 Kc. Power: 50 Watts  
Owned-Operated By: Canadian Broadcasting Corp.  
Business Address: 336 Second Ave.  
Phone Number: 863  
Studio Address: 336 Second Ave.  
Transmitter Location: 336 Second Ave.  
Time on the Air: 7:30 a.m.-2 p.m. and 4 p.m.-11 p.m. weekdays; 10 a.m.-10:30 p.m. Sun.  
News Service: BUP, PN  
Transmission Service: C. P. MacGregor  
Representative: Stovin & Wright  

Personnel  
Chief Owner ............. Dr. A. Frigon  
General Manager .......... C. H. Insulander  
Commercial Manager ....... S. J. Anderson  
Publicity Director .......... Jean Wait  
Chief Engineer .......... C. H. Insulander  

CJAT  
TRAIL—EST. 1934  
CANADIAN BROADCASTING CORP.  
Frequency: 610 Kc. Power: 1000 Watts  
Owned-Operated By: Kootenay Broadcasting Company, Limited  
Supervised By: Taylor, Pearson & Carson, Ltd.  
Address: 815 Victoria Street  
Phone Number: 737  
Transmitter Location: Warfield, B. C.  
Time on the Air: 6:45 a.m. to 11:30 p.m.; Sundays, 8 a.m. to 11:30 p.m.  
News Service: CBC  
Transmission Service: NBC Thesaurus  
Representative: All-Canada Radio Thesaurus (Canada); Weed & Co., (U.S.A.)
**BRITISH COLUMBIA**

### Personnel

President: B. A. Stimmel  
Commercial Manager: N. A. Harrod  
Station Manager: Eric C. Aylen  
Merchandising Manager: Victor P. Gray  
Chief Engineer: Frank E. Fleming

**CJ OR**  
**VANCOUVER—EST. 1926**  
CBC  

- **Frequency:** 600 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** CJOR, Ltd.

**CKMO**  
**VANCOUVER—EST. 1923**  

- **Frequency:** 1410 Kc.  
- **Power:** 100 Watts  
- **Owned & Operated By:** British Columbia Broadcasting System, Ltd.

### CKWX

**VANCOUVER—EST. 1921**  
MBS—DON LEE  

- **Frequency:** 980 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Western Broadcasting Co., Ltd.

### CJVI

**VICTORIA—EST. 1934**  
DOMINION-CBC (Secondary)  

- **Frequency:** 1480 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** Island Broadcasting Company, Ltd.

### CKB

**VANCOUVER—EST. 1925**  
CANADIAN BROADCASTING CORP.  
BRITISH COLUMBIA REGIONAL NETWORK  

- **Frequency:** 1130 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** Canadian Broadcasting Corp.

### CKWX

**VANCOUVER—EST. 1921**  
MBS—DON LEE  

- **Frequency:** 980 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Western Broadcasting Co., Ltd.

### CJVI

**VICTORIA—EST. 1934**  
DOMINION-CBC (Secondary)  

- **Frequency:** 1480 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** Island Broadcasting Company, Ltd.

### CKMO

**VANCOUVER—EST. 1923**  

- **Frequency:** 1410 Kc.  
- **Power:** 100 Watts  
- **Owned & Operated By:** British Columbia Broadcasting System, Ltd.

### CKWX

**VANCOUVER—EST. 1921**  
MBS—DON LEE  

- **Frequency:** 980 Kc.  
- **Power:** 1000 Watts  
- **Owned-Operated By:** Western Broadcasting Co., Ltd.

### CJVI

**VICTORIA—EST. 1934**  
DOMINION-CBC (Secondary)  

- **Frequency:** 1480 Kc.  
- **Power:** 5000 Watts  
- **Owned-Operated By:** Island Broadcasting Company, Ltd.

### CKMO

**VANCOUVER—EST. 1923**  

- **Frequency:** 1410 Kc.  
- **Power:** 100 Watts  
- **Owned & Operated By:** British Columbia Broadcasting System, Ltd.
MANITOBA

CKX
BRANDON—EST. 1928
DOMINION
Frequency: 1150 Kc. Power: 1000 Watts
Owned-Operated By: Manitoba Telephone
Address: 8th Street & Princess Ave.
Phone Number: 4532
Transmitter Location: Brandon, Man.
Time on the Air: 7:30 a.m. to 11:30 p.m.
News Service: NBC Thesaurus
Transcription Service: BUP
Representative: Stovin & Wright
Personnel
President: J. E. Lowry
Station Manager: W. F. Seller
Sales Manager: W. T. Grigg
Chief Engineer: C. E. R. Collins

CFAR
FLIN FLON—EST. 1937
CBC (Supplementary)
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Arctic Radio Corporation

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WEED AND COMPANY

661
CKY
WINNIPEG—EST. 1922
CANADIAN BROADCASTING CORP.

Frequency: 990 Kc.   Power: 15000 Watts
Owned-Operated By: Manitoba Telephone System
Address: Telephone Bldg.
Phone Number: 92191
Transmitter Location: St. Francis Xavier
Time on the Air: 7 a.m. to 12 Mid.
News Service: British UP, CP
Transcription Service: NBC Thesaurus

Personnel
Station Manager: William Backhouse
Commercial Manager: A. Messner
Chief Engineer: W. A. Duffield

NEW BRUNSWICK

CKNB
CAMPBELLTON—EST. 1939
CANADIAN BROADCASTING CORP.
Frequency: 950 Kc.   Power: 1000 Watts
Owned-Operated By: Restigouche Broadcasting Co., Ltd.
Address: P. O. 840
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 11:15 p.m.
News Service: BUP
Transcription Service: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U.S.A.)

Personnel
Managing Director: Dr. Charles H. Houde
Station Manager: Stan Chapman
Chief Engineer: L. P. Paquet

CJEM
EDMUNDSTON—EST. 1945
Frequency: 1240 Kc.   Power: 250 Watts
Owned and Operated By: Edmundston Radio, Ltd.
Address: 99 Canada Road
Phone Number: 209
News Service: PN

Personnel
General Manager: J. D. Boudreau
Chief Engineer: J. R. McGough

CFNB
FREDERICTON—EST. 1923
CBC-BASIC
Frequency: 550 Kc.   Power: 1000 Watts
Owned-Operated By: James S. Neill & Sons, Ltd.
Address: Queen St.
Phone Number: 209
Transmitter Location: Lincoln, N. B.
Time on the Air: 7 a.m. to 12 midnight
News Service: British UP
Transcription Service: NBC Thesaurus
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
General Manager: J. Stewart Neill
Chief Engineer: E. S. Cassidy

CKCW
MONCTON—EST. 1934
CANADIAN BROADCASTING CORP.
Frequency: 1400 Kc.   Power: 250 Watts
Owned-Operated By: The Moncton Broadcasting Company, Limited
Address: Knights of Pythias Bldg.
Phone Number: 3388
Transmitter Location: Harrisville, N. B.
Time on the Air: 7 a.m. to 12:15 p.m.
News Service: British UP
Newspaper Affiliation: Moncton Times
Transcription Service: World Broadcasting System; United Transcribed Service; Lang-Worth
Representative: Stovin & Wright (Canada); Joseph McGillvra (U.S.A.)

Personnel
President: J. L. Black
Chief Engineer: J. A. White
NEW BRUNSWICK - NOVA SCOTIA

CBA
SACKVILLE—EST. 1939
Frequency: 1070 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By........ Canadian Broadcasting Corporation
Address........... United Service Building, 100 Sackville St., Halifax, N. S.
Phone Number ............ B6188
Transmitter Location .... Sackville, N. B.
Time on the Air ........ 8 a.m. to 12 midnight
News Service .......... CBC
Transcription Service .... Langworth Representative........ Canadian Broadcasting Corporation

Personnel
General Manager......... Dr. Augustin Frigon
Regional Engineer........ H. M. Smith

CHSJ
SAINT JOHN—EST. 1934
CANADIAN BROADCASTING CORP.

CJFX
ANTIGONISH—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 580 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By........ Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number 66
Transmitter Location........ Post Rd., Antigonish, N. S.
Time on the Air ........ 7:45 a.m. to 12 midnight
News Service .......... PN
Representative........ James L. Alexander

Personnel
General Manager......... J. Clyde Nunn
Sales Manager............. J. Clyde Nunn
Chief Engineer........... Gordon MacDougall

CHBS
HALIFAX—EST. 1944
TRANS-CANADA
Frequency: 1240 Kc. . . . . . . Power: 100 Watts
Owned-Operated By........ Canadian Broadcasting Corp.
Business Address........ United Service Bldg.
Phone Number ............ 3-6188
News Service ............. PN, BUP
Representatives........ Canadian Broadcasting Corp.

CBA
SACKVILLE—EST. 1939
Frequency: 1070 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By........ Canadian Broadcasting Corporation
Address........... United Service Building, 100 Sackville St., Halifax, N. S.
Phone Number ............ B6188
Transmitter Location .... Sackville, N. B.
Time on the Air ........ 8 a.m. to 12 midnight
News Service .......... CBC
Transcription Service .... Langworth Representative........ Canadian Broadcasting Corporation

Personnel
General Manager......... Dr. Augustin Frigon
Regional Engineer........ H. M. Smith

CHSJ
SAINT JOHN—EST. 1934
CANADIAN BROADCASTING CORP.

CJFX
ANTIGONISH—EST. 1942
CANADIAN BROADCASTING CORP.
Frequency: 580 Kc. . . . . . . Power: 5000 Watts
Owned-Operated By........ Atlantic Broadcasters, Ltd.
Address: Broadcasting Bldg., Antigonish, N. S.
Phone Number 66
Transmitter Location........ Post Rd., Antigonish, N. S.
Time on the Air ........ 7:45 a.m. to 12 midnight
News Service .......... PN
Representative........ James L. Alexander

Personnel
General Manager......... J. Clyde Nunn
Sales Manager............. J. Clyde Nunn
Chief Engineer........... Gordon MacDougall

CHBS
HALIFAX—EST. 1944
TRANS-CANADA
Frequency: 1240 Kc. . . . . . . Power: 100 Watts
Owned-Operated By........ Canadian Broadcasting Corp.
Business Address........ United Service Bldg.
Phone Number ............ 3-6188
News Service ............. PN, BUP
Representatives........ Canadian Broadcasting Corp.

CHNS
HALIFAX—EST. 1923
CANADIAN BROADCASTING CORP.
Frequency: 960 Kc. . . . . . . Power: 1000 Watts
Owned-Operated By........ Maritime Broadcasting Company
Address ............... 10 Tobin Street (Broadcasting House)
Phone Number ............ 3-8318
Transmitter Location........ Bedford, Nova Scotia
Time on the Air ........ 7:30 a.m. to 12:15 a.m.
News Service .......... CP; British UP
Transcription Service .... Langworth; NBC
Thesaurus; World Broadcasting System
Representative........ All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
Managing Director........ Major Wm. C. Borrett
Station Manager........... Gerald J. Redmond
Sales Manager............. Harry Stephen
Chief Engineer............ A. W. Greig
### CJCH
**Halifax—Est. 1944**

- **Frequency:** 1320 Kc
- **Power:** 1000 Watts
- **Owned-Operated By:** Chronicle Co. Ltd.
- **Business Address:** Lord Nelson Hotel
- **Phone Number:** 3-7311
- **News Service:** PN
- **Transcription Service:** World Broadcasting System

**Representative:** National Broadcast Sales, John Hershey McGillvra, Inc.

**Personnel**
- **Chief Owner:** Chronicle Co. Ltd.
- **General Managers:** Leslie Choyce, J. M. Humphreys
- **Chief Engineer:** A. MacWilliams

### CJCB
**Sydney—Est. 1929**

- **Canadian Broadcasting Corp.**
- **Frequency:** 1270 Kc
- **Power:** 5000 Watts
- **Owned-Operated By:** Eastern Broadcasters, Ltd.
- **Address:** Radio Bldg.
- **Phone Number:** 209-1412
- **Time on the Air:** 8 a.m. to 12 midnight
- **News Service:** Canadian Press News

**Personnel**
- **President-Station Manager:** Laurie L. Smith
- **Chief Engineer:** Donald L. Smith

### CJLS
**Yarmouth—Est. 1934**

- **Canadian Broadcasting Corp.**
- **Frequency:** 1340 Kc
- **Power:** 100 Watts
- **Owned By:** Gateway Broadcasting Company
- **Operated By:** Telephone City Broadcast, Ltd.
- **Address:** 49-51 Colborne St.
- **Phone Number:** 625
- **Time on the Air:** 9 a.m. to 11 p.m.; Sundays, 9 a.m. to 11 p.m.
- **News Service:** British UP

**Personnel**
- **Owner-Manager:** Mrs. J. D. Buchanan
- **Sales Promotion Manager:** Jess Jaffray
- **Chief Engineer:** Alfred Teague

### CKPC
**Brantford—Est. 1933**

- **Frequency:** 1380 Kc
- **Power:** 100 Watts
- **Owned-Operated By:** Telephone City Broadcast, Ltd.
- **Business Address:** Revere House Bldg.
- **Phone Number:** 4628
- **Studio Address:** Revere House Bldg.
- **Transmitter Location:** No. 2 Highway
- **Time on the Air:** 8:00 a.m. to 11:00 p.m.
- **Transcription Service:** Standard, United Transcribed Service

**Representative:** All-Canada Radio Facilities, Weed & Co. (U.S.A.)

**Personnel**
- **Owner-Station Manager:** J. C. Whitby
- **Sales Manager:** L. B. Cohan
- **Chief Engineer:** G. W. Andrews

### CFB R
**Brockville—Est. 1925**

- **Frequency:** 1450 Kc
- **Power:** CP 250 Watts
- **Owned-Operated By:** J. C. Whitby
- **Business Address:** Revere House Bldg.
- **Phone Number:** 4628
- **Transmitter Location:** No. 2 Highway
- **Time on the Air:** 8:00 a.m. to 11:00 p.m.
- **Transcription Service:** Standard United

**Representative:** H. N. Stovin Co., Ltd.; Joseph Hershey McGillvra, Inc.

**Personnel**
- **Owner-Station Manager:** J. C. Whitby
- **Sales Manager:** L. B. Cohan
- **Chief Engineer:** G. W. Andrews
CHML
HAMILTON—EST. 1927
Frequency: 900 Kc. Power: 5000 Watts
Owned-Operated By: Maple Leaf Radio Co., Ltd.
Business Address: 36 James St., South
Phone Number: 7-1539
Studio Address: 200 York St., Hamilton, Ont.
Transmission Service: Canadian Press, BUP, PN
Transcription Service: Standard Radio
Associated Music Publishers: United Transcribed Service
Representatives: Joseph Hershey McGillvra, Inc.; H. N. Stovin

Personnel
Chief Owner: J. D. Soble
General Manager: Claude Cain
Chief Engineer: Bill Crawford

CKOC
HAMILTON—EST. 1922
Frequency: 1150 Kc. Power: 1000 d.; 500 n.
Owned-Operated By: Wentworth Radio Broadcasting Co.
Address: 1220 King William St.
Phone Number: 7-4484
Transmitter Location: Queen Elizabeth Highway, Cherry Beach
Time on the Air: 6 a.m. to 12 Mid.
News Service: British U. P.
Transmission Service: World Broadcasting System: NBC Theaurus, Lang-Worth
Representatives: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President: H. R. Carson
Station Manager: W. T. Cranston
Commercial Manager: W. M. Guild
Chief Engineer: Leslie Horton

CKPR
FORT WILLIAM—EST. 1931
CANADIAN BROADCASTING CORP.
Frequency: 580 Kc. Power: 1000 Watts
Owned-Operated By: Dougall Motor Car Co.
Address: Radio Hall, South May St.
Phone Number: South 315
Transmitter Location: Memorial Ave., Fort Arthur, Ont.
Time on the Air: 7:30 a.m. to 11 p.m.
News Service: UP, Canadian Press
Transmission Service: NBC Theaurus; United Transcribed Service
Representative: Radio Representatives, Ltd., Stovin & Wright (Canada), Howard H. Wilson Co. (U.S.A.)

Personnel
President: H. F. Dougall
Station Manager: J. Basil Scully
Chief Engineer: T. Ross

CKSF
CORNWALL—EST. 1944
Frequency: 1230 Kc. Power: 250 Watts
Owned-Operated By: Standard-Freeholder, Ltd.
Business Address: 36 Pitt Street
Phone Number: 1700
News Service: PN
Transmission Service: World
Representative: H. N. Stovin & Co.

Personnel
Chief Owner: H. D. Wightman
General Manager: H. Harrison Flint
Chief Engineer: Mahlon Clark

CKFI
FORT FRANCES—EST. 1944
Frequency: 1340 Kc. Power: 250 Watts
Owned-Operated By: CKFI, Ltd.
Business Address: 240 Scott Street
Phone Number: 200
News Service: BUP
Representative: All-Canada

Personnel
Chief Owner: J. M. Reid
General Manager: G. E. Tonkin
Chief Engineer: T. Van Ness

CJRL
KENORA—EST. 1939
CANADIAN BROADCASTING CORP.
ONTARIO REGIONAL
Frequency: 1220 Kc. Power: 1000
Owned-Operated By: Kenora Broadcasting Co.
Address: Kenricia Hotel
Phone Number: 717
Transmitter Location: Jaffray Township
Time on the Air: 7:00 a.m. to 11:00 p.m.
News Service: CP
Transmission Service: United Transmission Representative: Stovin & Wright, J. H. McGillvra
**Personnel**

**CKCR**
KITCHENER-WATERLOO—EST. 1929
CBC (Alternate)
Frequency: 1490 Kc. Power: 250 Watts
Owned-Operated By. Kitchener & Waterloo Broadcasting Co.
Address. Waterloo Trust Building
Phone Number. Kitchener 2-1246
Transmitter Location. 2 miles outside of Kitchener
Time on the Air. 7 a.m. to 11 p.m.
News Service. Canadian Press
Transcription Service. United Transcribed Service
Representative. Stovin & Wright

**Personnel**

Station Manager. W. C. Mitchell
Commercial Manager. G. Liddle
Chief Engineer. I.on Hartman

**CFPL**
LONDON—EST. 1933—EST. 1932
CANADIAN BROADCASTING CORP.
Frequency: 1570 Kc. Power: 1000 Watts
Address. Richmond St.
Phone Number. Metcalfe 5200
Transmitter Location. Westminster Township
Time on the Air. 7:45 a.m. to 11:30 p.m.; Sundays, 9 a.m. to 11:30 p.m.
News paper Affiliation. London Free Press
News Service. P.N.
Transcription Service. NBC Thesaurus
Representative. Joseph Hershey McGilvra, Inc. (U.S.A.)

**Personnel**

Chief Executive. Wallace J. Blackburn
Station and Sales Manager. Philip H. Morris
Chief Engineer. John Warden

**CFCH**
NORTH BAY—EST. 1931
CBC
Frequency: 600 Kc. Power: 100 Watts
Address. 37 Main St., East
Phone Number. 2400
Transmitter Location. 37 Main St. East
Time on the Air. 7:45 a.m. to 11:30 p.m.
News paper Affiliation. Timmins Daily Press
News Service. Canadian Press
Transcription Service. NBC Thesaurus
United Transcribed Service. Lang-Worth
Representative. National Broadcasting Sales

**Personnel**

President. R. H. Thomson
Station Manager. Clair Chambers
Chief Engineer. Tom Watson
Ontario

Personnel
President .................................................. R. H. Thomson
Station Manager ........................... Cliff Pickrem
Sales Manager ............................................. Keith Packer
Sales Promotion Manager ............... Cliff Wingrove
Program Director ............................... Phil Clayton
Chief Engineer ................................. Jack Barnaby

CBO
OTTAWA—EST. 1924
CANADIAN BROADCASTING CORP.
Frequency: 910 Kc.  Power: 1000 Watts
Owned-Operated By ......................... Canadian Broadcasting Corporation
Business Address ......... Chateau Laurier Hotel; Victoria Bldg.
Phone Number ................. 2-1151
Studio Address .......... Chateau Laurier Hotel
Transmitter Location .......... Hawthorne, Ontario
Time on the Air ............. 7:25 a.m. to 12:03 mid.
News Service .................... CBC News
Representative .......... Canadian Broadcasting Corp.

Personnel
General Manager ......... Dr. Augustin Frigon
Station Manager .............. Charles P. Wright
Chief Operator ............... Max Gilbert

CKCO
OTTAWA—EST. 1924
Frequency: 1310 Kc.  Power: 1000 Watts
Owned-Operated By ............... Dr. G. M. Gelbert
Address .......... 272 Somerset St., West
Phone Number ............ 2-3611
Time on the Air: 8 a.m. to 11 p.m.; Sundays, 12 noon to 11 p.m.
News Service .................. BUP
Transcription Service .......... Associated Music Publishers; Lang-Worth
Representative .......... Stovin & Wright (Canada): Joseph Hershey McGillvra (U.S.A.)

CHPS
PARRY SOUND—EST. 1942
Frequency: 1450 Kc.  Power: 250 Watts
Owned-Operated By .......... Gordon E. Smith
Address .......... 47A James St.
Phone Number ........... 700
Transmitter Location .......... MacDougal Town- ship, Ont.
Time on the Air ............. 7:45 a.m. to 11:15 p.m.; Sundays, 9:15 a.m. to 10:15 p.m.
News Service .................. CP
Representative .......... Stovin & Wright

Personnel
President .......... Gordon E. Smith
Station Manager .......... Gordon E. Smith
Program Director .......... Harold Vaughn
Chief Engineer ............... Leslie A. Crouth

CHOV
PEMBROKE—EST. 1942
Frequency: 1340 Kc.  Power: 250 Watts
Owned-Operated By ................ Ottawa Valley Broadcasting Co., Ltd.
Address .......... 197 Albert St.
Transmitter Location .......... East of Pembroke
Time on the Air ............ Weekdays, 7:30 a.m. to 11:15 p.m.; Sundays, 10:45 a.m. to 11:15 p.m.
News Service ................ BUP
Transcription Service .......... NBC Thesaurus
CJIC
S S MARIE—EST. 1934
Frequency: 1490 Kc.  Power: 250 Watts
Owned-Operated By. Hyland Broadcasting Co.
Address ............................ Windsor Hotel
Phone Number .......................... 3500
Transmitter Location .......................... Korah Township
Time on the Air: 7:30 a.m. to 11:15 p.m., Sundays, 8 a.m. to 11 p.m.
News Service ............................. Press News
Transcription Service .......................... NBC Thesaurus; World
Representative ............................. J. L. Alexander

Personnel
General Manager ............................. J. G. Hyland
Sales Manager ............................. V. Haft
Sales Prom. Manager .......................... F. J. McDiarmid

CKTB
ST. CATHARINES—EST. 1933
Frequency: 1550 Kc.  Power: 5000 Watts
Owned-Operated By .......................... Niagara District Broadcasting Co., Ltd.
Address ............................. 12 Yates Street
Phone Number ............................. 3900
Transmitter Location .......................... Port Dalhousie, Ont.
Time on the Air: 11:00 a.m. to 9:00 p.m., 11 a.m. to 9 p.m., 11:30 a.m. to 9:30 p.m.
News Service ............................. 15 hours daily
Transcription Service .......................... United Transcribed Service
Representatives ............................. James L. Alexander; Joseph Hershey McGillivra, Inc.

Personnel
Chief Owner ............................. Capt. W. B. C. Burgoyne
General Manager ............................. Marion Hallett

CJCS
STRATFORD—EST. 1927
CBC—DOMINION NETWORK
Frequency: 1240 Kc.  Power: 100 Watts
Owned By ............................. Central Broadcasting Co.
Address ............................. Windsor Hotel
Phone Numbers ............................. 1675; 1676
Transmitter Location .......................... Windsor Hotel
Time on the Air: 8:00 a.m. to 9:00 a.m., 10:00 a.m. to 11:00 a.m., 12:00 noon to 1:00 p.m.
News Service ............................. British UP
Transcription Service .......................... United T. S.
Representative ............................. All-Canada Radio Facilities (Canada): Weed & Co. (U.S.A.)

Personnel
President ............................. F. M. Squires
Station-Commercial Manager ............................. S. E. Tapley
Sales Promotion Manager ............................. G. Pomroy
Program-Musical Director ............................. C. W. Trethewey
Chief Engineer ............................. George Hildebrand
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ELLIOTT-HAYNES PROGRAM SURVEYS
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REPRESENTATIVES
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New York

ALL-CANADA RADIO FACILITIES LTD.
Montreal
CKSO
SUDBURY—EST. 1935
CANADIAN BROADCASTING CORP.
Frequency: 790 Kc. ..... Power: 1000 Watts
 Owned-Operated By: W. E. Mason
 Address: 21 Elgin St.
 Phone Number: 77-505
 Transmitter Location: Neelon Township
 Time on the Air: 7 a.m. to 12 midnight
 Newspaper Affiliation: Sudbury Daily Star
 News Service: British UP
 Transcription Service: World Broadcasting System; NBC Thesaurus
 Toronto Office: 611 Star Bldg., W. J. Woodill
 Representative: All-Canada Radio Facilities
 (Canada): Weed & Co. (U.S.A.)

Personnel
President: W. E. Mason
General Manager: Don McGill
Sales, Mfg. Manager: Don McGill
Chief Engineer: J. McRae

CKGB
CBC
TIMMINS—EST. 1933
Frequency: 1470 Kc. ..... Power: 1000 Watts
 Owned-Operated By: Northern Broadcasting & Publishing, Ltd.
 Address: Thomson Bldg., (Cedar St.)
 Phone Number: 500
 Transmitter Location: Matagami Heights, Mountjoy Township
 Time on the Air: 7:35 a.m. to 12:00 midnight;
 Sunday, 8:30 a.m. to 11:30 p.m.
 Newspaper Affiliation: Timmins Daily Press;
 Val D’Or Star
 News Service: CP
 Transcription Service: NBC Thesaurus;
 Lang-Worth: U.S.
 Representative: National Broadcast Sales
 Weed & Co. (U.S.A.)

Personnel
President: R. H. Thomson
Station Manager: Harvey C. Freeman
Sales Manager: Al Huggins
Program Director: Martin Silburt
Traffic Manager: Jean Macgregor
Chief Announcer: Albert Aube

CBL
TORONTO—EST. 1927
CBC—TRANS-Canada—NBC
Frequency: 740 Kc. ..... Power: 50000 Watts
 Owned-Operated By: Canadian Broadcasting Corporation
 Business Address: 805 Davenport Rd.
 Phone Number: Kenwood 9411
 Studio Address: 805 Davenport Rd.
 Transmitter Location: Hornby, Ont.
 Time on the Air: 7 a.m. to 12 mid.
 News Service: C.P., BUP
 National Sales Office Address: 55 York St.
 Toronto Representative: Canadian Broadcasting Corp.

Personnel
General Manager: Dr. A. Frigon
Regional Representative: Dick Claringbull
Night Supervisor: Walter Anderson
Commercial Manager: E. A. Weir
Publicity Representative: H. M. Ball
Chief Announcer: Elwood Glover
Music Director: J. M. Beaudet
Regional Engineer: M. L. Poole
Production Manager: S. C. Dixon
Chief Operator: Howard Hillard

CFRB
TORONTO—EST. 1927
COLUMBIA BROADCASTING SYSTEM
Frequency: 860 Kc. ..... Power: 10000 Watts
 Owned-Operated By: Rogers Radio Broadcasting Co., Limited
 Address: 37 Bloor Street, West
 Phone Numbers: Midway 3515-6-7; Midway 4643-4-5
 Transmitter Location: Aurora, Ontario
 Time on the Air: 6 a.m. to 12:35 a.m.
 News Service: AP, UP
 Transcription Service: NBC Thesaurus;
 Lang-Worth: Associated

Personnel
President: Harry Sedgwick
Station Manager: E. L. Moore
Program Director: Wes McKnight
Musical Director: Wally Armour
Chief Engineer: Jack Sharpe

CHUM
TORONTO—EST. 1944
Frequency: 1050 Kc. ..... Power: 1000 Watts
 Owned-Operated By: York Broadcasters Limited
 Business Address: 21 Dundas Square
 Phone Number: Elgin 5018
 News Service: BUP
 Representative: Adam Young, Inc.;
 Radio Representatives

Personnel
Chief Owner: R. T. Fulford
Gen. Mgr., Sales Mgr.: A. E. Leary
Sales Promotion Manager: E. Miles
Chief Engineer: Aurel Beisvert
CJBC
TORONTO—EST. 1936
DOMINION—BLUE NETWORK
Frequency: 1010 Kc Power: 5000 Watts
Owned-Operated By Canadian Broadcasting Corporation
Business Address 55 York St
Phone Numbers: Adelaide 5771 (business office); Kenwood 9411 (studio)
Studio Address 805 Davenport Rd.
Time on the Air 7:45 a.m. to 11:33 p.m.
News Service BUP, CP
Transcription Service Lang-Worth
National Sales Office Address 55 York St., Toronto
Representative Canadian Broadcasting

Personnel
Commercial Manager-Supervisor of Press and Information E. A. Weii
Studio Press Representative T. W. Deachman
Regional Engineer M. L. Poole
Chief Engineer Howard Hiliard
Chief Owner Dr. Augustin Frigon
General Manager S. W. Caldwell
Program Director S. W. Caldwell

CKEY
TORONTO—EST. 1925
MUTUAL BROADCASTING SYSTEM
Frequency: 580 Kc Power: 5000 Watts
Owned-Operated By Toronto Broadcasting Co., Limited
Address 444 University Ave.
Phone Number WA 3881
Transmitter Location Scarboro, Ont.
Time on the Air 24 hours daily
News Service British UP & PN
Transcription Service World, Standard Radio & Lang-Worth
Representatives National Broadcast Sales; (Montreal); Weed & Co. (U.S.A.)

Personnel
President, General Manager, Station Manager Jack K. Cooke
Sales Manager Dan Carr
Program Director, Production Manager Donald W. Insley
Publicity Director Donald Nairn
Musical Director Bruce Tremer

MORE PEOPLE ARE LISTENING TO CKEY THAN ANY OTHER TORONTO STATION during daytime hours.
5000 WATTS
Representatives:
NATIONAL BROADCAST SALES
Toronto — Montreal
WEED & COMPANY
New York — Chicago
dial 580

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 economical coverage of Canada's largest market.

CHUM
The Friendly Station
21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:
ADAM J. YOUNG JR., INC.—NEW YORK • CHICAGO
RADIO REPRESENTATIVES LIMITED • MONTREAL
IN THE DETROIT AREA
PLAY the WINNER!

- The policy of constantly publicizing our station so as to benefit both the listener and the advertiser, pays off again and again. The Promotional Award is another symbol of our aggressiveness . . . further proof that for concentrated coverage of this market, CKLW is the buy!

Managing Director

CKLW

UNION GUARDIAN BLDG.
DETROIT 26

5,000 WATTS DAY and NIGHT
800 Kc. MUTUAL SYSTEM

Adam J. Young, Jr., Nat'l Rep.
CKLW
WINDSOR—EST. 1932
MUTUAL
Frequency: 800 Kc. ... Power: 5000 Watts
Owned-Operated By: Western Ontario Broadcasting Co.
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-Manager: Malcolm G. Campbell
General Manager: J. E. Campeau
Commercial Manager: Richard E. Jones
Program Director: John Gordon
Production Manager: Frank Burke
Sales Prom. Manager: Barbara MacFarland
Traffic Manager: Margaret Pratt
Chief Engineer: William J. Carter

C KNX
WININGHAM—EST. 1926
Frequency: 920 Kc. ... Power: 1000 Watts
Owned-Operated By: W. T. Cruickshank and B. H. Bedford
Address: Josephine St.
Phone Number: 158
Transmitter Location: Belgrave
Time on the Air: 7:30 a.m. to 11:00 p.m.
News Service: BUP
Transcription Service: Thesaurus
Representative: J. L. Alexander

Personnel
Chief Owner-Manager: W. T. Cruickshank
Commercial Manager: Frank Johnson
Program Director: Frank Johnson
Sales Promotion Manager: J. R. Trent
Chief Engineer: Cliff Bowers

CFCY
CHARLOTTETOWN—EST. 1924
CANADIAN BROADCASTING CORP.
MARITIME NETWORK
Frequency: 630 Kc. ... Power: 1000 Watts
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); Weed & Co. (U.S.A.)

Personnel
President: Lt. Col. K. S. Rogers
Program-Commercial Manager: L. A. McDonald
Chief Engineer: Robert F. Large

CHGS
SUMMERSIDE—EST. 1925
CBC
Frequency: 1480 Kc. ... Power: 100 Watts
Owned-Operated By: R. T. Holman, Ltd.
Address: Water Street
Phone Number: 133
Transmitter Location: Summerside
Time on the Air: 7:30 to 8:30, 10 a.m. to 3 p.m., 4 p.m. to 9 p.m.
Transmitter Location: Holman Building

Personnel
President: H. T. Holman
Station Manager: R. L. Mollison
Program Director-Chief Announcer: Albert A. Nicholson
Chief Engineer: Angus McKie
CHAD
AMOS—EST. 1942
CANADIAN BROADCASTING CORP.
NORTHERN QUEBEC BROADCASTING SYSTEM
Frequency: 1340 Kc. Power: 100 Watts
Owned By ........................................... Radio Rouyn Abitibi Ltee.
Business Address ................................ Reilly Bidg., Rouyn, Que.
Studio, Transmitter ................................ Amos, P. Q.
Time on the Air .................................... 16 hours daily
News Service ....................................... Canadian Press

Personnel
President-Owner ................................. Hon. Hector Authier
Chief Executive ................................. Roland Beaudry
Station Manager ................................. Jean Legault
Program Director ................................. Bruno Cyr
Chief Announcer ................................. Bruno Cyr

CBJ
CHICOUTIMI—EST. 1933
CBC
Frequency: 1580 Kc. Power: 1000 Watts
Owned-Operated By ................................ Canadian Broadcasting Corporation
Studio Address ..................................... 286A Racine St.
Phone Number ..................................... 155
Transmitter Location .............................. 4 Larouche Avenue
Time on the Air .................................... 7:45 a.m. to 11:30 p.m.
Representative ..................................... Regional Radio Sales

Personnel
Station Manager ................................. Vilmont Fortin
Chief Announcer .................................. L. Raymond
Chief Engineer ..................................... J. E. Roberts

CKCH
HULL—EST. 1932
CBC (AND PROVINCIAL)
Frequency: 1240 Kc. Power: 250 Watts
Owned By .......................................... CKCH Broadcasting Co.
Operated By ......................................... Le Droit
Address ........................................... 85 Champlain Ave.
Phone Number ..................................... 2-1701
Transmitter Location .............................. R.R. No. 1, South Hull
Time on the Air ..................................... 7:50 a.m. to 11:00 p.m.; Sundays, 9 a.m. to 11:00 p.m.
Newspaper Affiliation ............................ Le Droit (Ottawa)
News Service ...................................... Canadian Press
Transcription Service ............................ Thesaurus
Representative ..................................... Radio Representatives

Personnel
Station Manager ................................. Raymond Benoit
Sales Manager ..................................... Raymond Benoit
Sales Promotion Manager ........................ J. E. Lalonde
Program Director ................................. Raymond Benoit
Musical Director .................................. Aurele Groulx
Publicity Director ................................. Raymond Benoit
Chief Engineer .................................... Max Gebhardt

CBF
MONTREAL—EST. 1936
CANADIAN BROADCASTING CORP.
BLUE NETWORK
NATIONAL BROADCASTING CO.
Frequency: 690 Kc. Power: 50000 Watts
Owned-Operated By ................................ Canadian Broadcasting Corporation
Address ............................................. 1231 Ste-Catherine, West
Phone Number ..................................... MArquette 8021
Transmitter Location .............................. Vercheres, P. Q.
Time on the Air .................................... 7:29 a.m. to 12:03 a.m. (mid.)
News Service ...................................... British UP; Canadian Press
Representative ..................................... Canadian Broadcasting Corp.
National Sales Office .............................. 55 York St., Toronto, Ont.

Personnel
General Manager ................................. Dr. Augustin Frigon
Station Manager—Program ..................... Jean Beaudet
Commercial Manager ............................ J. Arthur Dupont
Publicity Director ................................. Leopold Houle
Production Manager ............................. Paul Ledue
Chief Announcer ................................. Miville Couture
Musical Director ................................. J. J. Cagnier
Chief Technical Operator ........................ D. Roberts

CBM
MONTREAL—EST. 1937
CANADIAN BROADCASTING CORP.
NATIONAL BROADCASTING CO.
Frequency: 940 Kc. Power: 5000 Watts
Owned-Operated By ................................ Canadian 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.)
News Service ...................................... British UP; Canadian Press
Representative ..................................... Canadian Broadcasting Corp.
Nat'l Sales Office ................................. 55 York St., Toronto, Ont.

Personnel
General Manager ................................. Dr. Augustin Frigon
Station Manager—Program ..................... Jean Beaudet
Commercial Manager ............................ J. Arthur Dupont
Publicity Director ................................. Leopold Houle
Chief Announcer ................................. Lamont Tilden
Musical Director ................................. J. J. Cagnier
Chief Technical Operator ........................ D. Roberts
CFCF
MONTREAL—EST. 1919
BLUE NETWORK—CBC
Frequency: 600 Kc........Power: 500 Watts
Owned-Operated By.....Canadian Marconi Company
Address...........1231 St. Catherine St., West
Phone Number........Pl. 2577
Transmitter Location......Mount Royal Hotel,
Peel St., Montreal
Time on the Air........7 a.m. to 1 a.m.;
Sundays, 8 a.m. to 1 a.m.
News Service.............British UP & C.P.
Transcription Service......NBC Thesaurus
Representative...All-Canada Radio Facilities
(Canada); Weed & Co. (U.S.A.)

Personnel
General Manager.........Reginald M. Brophy
Station Manager...........J. A. Shaw
Commercial Director.......P. E. Hiltz
Sales Promotion Director...E. H. Smith
Program-Musical Director...H. H. Hewetson
Chief Engineer............A. E. Clapp

CHLP
MONTREAL—EST. 1933
Frequency: 1490 Kc........Power: 250 Watts
Owned By.............La Patrie Publishing Co., Ltd.
Operated By.............Radio Station CHLP
Address.............Sun Life Bldg., Dominion Square
Phone Number.............Pl. 5225
Transmitter Location......St. Michel Rd., Ville
St. Michel, P. Q.
Time on the Air...........8 a.m. to 11 p.m.
Newspaper Affiliation......La Patrie
News Service.............British UP
Transcription Service......Standard Radio
Representative: J. A. Alexander (Canada); Joseph Hershey McGillivra (U.S.A.)

Personnel
President...............Hon. Sen. P. R. DuTremblay
Station Manager...........Marcel Lefebvre
Program Director..........M. Lefebvre
Chief Engineer..........Alphonse Cloutier

CKAC
MONTREAL—EST. 1922
COLUMBIA BROADCASTING SYSTEM
PROVINCIAL NETWORK
Frequency: 730 Kc........Power: 5000 Watts
Owned-Operated By.....La Compagnie De Publciation de la Presse, Ltee.
Address...............980 St. Catherine St., West
Phone Number.............Marquette 3811
Transmitter Location......St. Hyacinthe, P. Q.
Time on the Air...........Sunday, 8 to 1:05 a.m.;
Monday to Saturday, 7 to 1:05 a.m.

Newspaper Affiliation .....La Presse
News Service..............BUP, P.N.
Transcription Service......Long-Worth: United
Transcribed System; World B.S.
Representative..............C. W. Wright (Toronto)
Adam J. Young, Jr. (U.S.A.)

Personnel
President...............Hon. Sen. P. R. DuTremblay
Managing Director.........Phil Lalonde
Commercial Manager........Louis Leprohon
Program-Musical Director...Paul-Emile Corbell
Public Relations...........F. Biondi
Production Chief...........Bernard Goulet
Sales Promotion Manager...Andre Daveluy
Chief Announcer...........Roy Malouin
Publicity-News-Traffic Director...Paul Gellinas
Chief Engineer..........Leonard Spencer

CHNC
NEW CARLISLE—EST. 1933
CANADIAN BROADCASTING CORP.
Frequency: 610 Kc........Power: 1000 Watts
Owned-Operated By.....The Gaspeia Radio Broadcasting Co., Ltd.
Address..........................Main St.
Phone Number........................38
Transmitter Location...Sea Shore, New Carlisle

In Montreal
"...a greater ratio of the population listens to radio more of the time than in any other community so far measured by recognized methods."—Montreal Gazette.

This statement by C. E. Hooper of C. E. Hooper, Inc., tells the story —
In the province of Quebec for whole family coverage it's

CKAC MONTREAL
Affiliated with CBS
Representatives: Canada—C. W. Wright,
Victory Building, Toronto, Ontario.
United States—Adam J. Young, Jr., Inc.
QUEBEC

Time on the Air: 7:45 a.m. to 11 p.m.
Transcription Service: World's Program Service
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillvra (U.S.A.)

Personnel

President: Dr. Charles Dumont
Station Manager: Dr. Charles H. Houde
Sales Manager: Viateur Bernard

CKCV
QUEBEC—EST. 1924
CANADIAN BROADCASTING CORPORATION
Frequency: 1340 Kc. Power: 100 Watts
Owned-Operated By: CKVC, Ltd.
Address: 142 St. John St.
Phone Number: 2-1585
Transmitter Location: 254 Marguerite-Bourgeois Ave.
Time on the Air: 16 hours
Transcription Service: World Broadcasting System
Representative: Radio Representatives, Ltd.

CJB R
RIMOUSKI—EST. 1937
CBC-QUEBEC REGIONAL NETWORK
Frequency: 990 Kc. Power: 5000 Watts
Owned-Operated By: Central Public Service Corp., Ltd.
Address: 1 St. John St.
Phone Number: 396
Transmitter Location: Notre-Dame du Sacre Coeur
Time on the Air: 7:45 a.m. to 11:30 p.m.; Sundays, 8:45 a.m. to 11:30 p.m.
Newspaper Affiliation: Le Progres du Golfe, L’Echo du Bas St. Laurent
News Service: CBC and Laurentian News
Representative: Stovin & Wright (Toronto), Joseph Hershey McGillvra (U.S.A.)

CHRC
QUEBEC—EST. 1922
Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CHRC, Ltd.
Address: 11 Buade St.
Phone Number: 2-8177
Transmitter Location: St. Louis Rd.
Time on the Air: 7:30 a.m. to 11:30 p.m.; Sundays, 11:30 a.m. to 12 midnight
Transcription Service: Lang-Worth
Representative: Adam J. Young, Jr., Inc.

CJR N
ROUYN-NORANDA—EST. 1939
QUEBEC
Frequency: 1400 Kc. Power: 250 Watts
Owned By: La Cie de Radiodiffusion Rouyn Noranda Ltee.
Operated By: Northern Broadcasting & Publishing, Ltd.
Business Address: Reilly Bldg.
Phone Number: 1400
Studio Address: Reilly Bldg.
Transmitter Location: Reilly Building
Time on the Air: 7:30 a.m. to 11:30 p.m.
News Service: PN
Transcription Service: NBC Thesaurus
Representative: National Broadcast Sales

676
**QUEBEC**

### Personnel

**Roland G. A. Power:**
- **Chief Executive:** Roland Beaudry
- **Commercial Manager:** Allan Rogerson
- **Program Director:** Bruno Cyr
- **Chief Engineer:** George H. Pope

**CHLT**

SHERBROOKE—EST. 1937
CANADIAN BROADCASTING CORP.

- **Frequency:** 1240 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** La Tribune, Limitee
- **Business Address:** 3 Marquette Street
- **Phone Numbers:** 2071; 2072
- **Studio Address:** 3 Marquette St.
- **Transmitter Location:** East Sherbrooke
- **Time on the Air:** 16 hours daily
- **Newspaper Affiliation:** La Tribune, Ltd.
- **Transmission Service:** NBC Thesaurus; United Transcribed System

**Personnel**

- **President:** Hon. Jacob Nicol
- **Manager:** A. Gauthier
- **Program Director:** Jeanne Tremblay
- **Sales Promotion-Production Manager:** Jean L. Gauthier
- **Chief Announcer:** Yvon Blais
- **Chief Engineer:** R. Paguette
- **War Program Director:** Yvon Blais
- **Record MC:** Yvon Blais

**CJSO**

SOREL—EST. 1944

- **Frequency:** 1400 Kc
- **Power:** 100 Watts
- **Owned-Operated By:** Henri Gendron & Arthur Prevost
- **Business Address:** 72 du Roi St.
- **Representative:** Radio Representatives

**Personnel**

- **Chief Owners:** Arthur Prevost, Henri Gendron

**CHGB**

SAINTE ANNE DE LA POCATIERE
EST. 1938
QUEBEC

- **Frequency:** 1230 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** G. Thomas Desjardins
- **Address:** Ste. Anne de la Pocatiere, Co., Kamouraska, P. Q.
- **Phone Numbers:** 20; 24
- **Transmitter Location:** East end of village
- **Time on the Air:** 8:00 a.m. to 11:30 p.m.
  - Sundays, 12:00 to 11:30 p.m.
- **Newspaper Affiliation:** L’Action Catholique
- **Transmission Service:** World
- **Representative:** National Broadcast Sales

**CHLN**

TROIS-RIVIERES (THREE RIVERS)—EST. 1937

- **Frequency:** 1450 Kc
- **Power:** 250 Watts
- **Owned-Operated By:** Le Nouvelliste, Ltd.
- **Address:** Chateau de Blois Hotel
- **Phone Number:** 4500
- **Transmitter Location:** Three Rivers, P. Q.
- **Time on the Air:** 8 a.m. to 11 p.m.; Sunday, 12 noon to 11 p.m.
- **Newspaper Affiliation:** Le Nouvelliste
- **News Service:** Press News
- **Transmission Service:** World Broadcasting System; United Transcribed System
- **Representative:** Radio Representatives, Ltd.

**Personnel**

- **Chief Executive:** Leon Trepanier
- **Sales Promotion Manager:** Yvon Marchand
- **Program-Musical Director:** Jean Lafortune
- **Chief Engineer:** Leon Trepanier

**CKVD**

VAL D’OR—EST. 1939
CANADIAN BROADCASTING CORP.

- **Frequency:** 1230 Kc
- **Power:** 100 Watts
- **Owned-Operated 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
- **Transmission Service:** NBC Thesaurus
- **Representative:** National Broadcasting Sales

**Personnel**

- **President-Owner:** Hon. Hector Authier
- **Chief Executive:** Roland Beaudry
- **Station Manager:** Jean Legault
- **Sales Manager:** Allan Rogerson
- **Program Director-Chief Announcer:** Bruno Cyr
- **Chief Engineer:** Georges Pope
SASKATCHEWAN

CHAB
MOOSE JAW—EST. 1922
CBC

Frequency: 800 Kc. Power: 1000 Watts
Owned-Operated By: CHAB, Ltd.
Address: Grant Hall Hotel
Phone Number: 2034
Transmitter Location: Boharm, Sask.
Time on the Air: 6 a.m. to 11:30 p.m.
News Service: British UP
Transcription Service: Lang-Worth & U.T.S.
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
President: A. E. Jacobson
Station Manager: H. C. Buchanan
Commercial Manager: G. G. Henderson
Sales Promotion Manager: Miss E. Bradley
Chief Engineer: M. Pickford
On Active Service.

CKBL
PRINCE ALBERT—EST. 1934
CBC

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: NBC Thesaurus
Representative: All-Canada Radio Facilities Weed & Co. (USA)

Personnel
Chief Executive: L. E. Moffatt
Sales Manager: C. M. Prest
Sales Promotion Manager: Mary Davidson
Chief Engineer: Tom Van Ness
Program Director: George Kergan

CFQC
SASKATOON—EST. 1923
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 600 Kc. Power: 1000 Watts
Owned-Operated By: The Regina Leader-Post, Ltd.

Address: Leader Post Bldg.
Phone Number: 8525
Transmitter Location: Pilot Butte
Time on the Air: 6:30 a.m. to 11:30 p.m.; Sunday, 8 a.m. to 11:30 p.m.
Newspaper Affiliation: The Regina Leader-Post
News Service: British UP; AP
Transcription Service: NBC Thesaurus; Standard Radio
Representative: All-Canada Radio Facilities (Canada); Weed & Co. (U.S.A.)

Personnel
Chief Executive: J. F. Sweeney
Station Manager: H. A. Crittenden
Commercial Manager: R. J. Buss
Merchandising Manager: J. McMurchy
Chief Engineer: E. A. Strong
Record MC: W. E. Coul
War Program Director: W. H. Cook

CKRM
REGINA—EST. 1926
CANADIAN BROADCASTING CORP.
DOMINION NETWORK

Frequency: 980 Kc. Power: 1000 Watts
Owned-Operated By: TransCanada Communications, Limited
Address: Free Press Bldg.
Phone Number: 7631-2
Transmitter Location: Victoria Plains, Sask.
Time on the Air: 6:30 a.m. to 11:30 p.m.
Newspaper Affiliation: The Regina Leader Post; Saskatchewan Farmer
News Service: Press News
Transcription Service: Lang-Worth & World L.S.
Representative: All-Canada Radio Facilities, Ltd. (Canada); Joseph Hershey McGillivra (U.S.A.)

Personnel
President: Victor Sifton
Station Manager: Wm. A. Speers
Commercial Manager: Bruce M. Pirie
Program Director: Fred E. Laight
Chief Engineer: W. McDonald
SASKATCHEWAN

CBK
WATROUS—EST. 1939
CANADIAN BROADCASTING CORP.
Frequency: 545 Kc........Power: 50000 Watts
Owned-Operated By: Canadian Broadcasting Corp.
Business Address.....300 Manitoba Telephone Bldg., Winnipeg, Manitoba
Phone Number..............97261
Studio Address........Telephone Bldg., Winnipeg, Manitoba
Transmitter Location......Watrous, Sask.
Time on the Air....7 a.m. to 11:30 p.m.
News Service.................CP, BUP
Representative............F. A. Weir, 55 York St., Toronto, Ont.

Personnel
President ..................A. A. Murphy
Station-Commercial Manager...Vernon Dallin

CJGX
YORKTON—EST. 1927
CANADIAN BROADCASTING CORP.
DOMINION NETWORK
Frequency: 1460 Kc........Power: 5000 Watts
Owned-Operated By: Yorkton Broadcasting Co.
Address.......................Broadway Ave.
Phone Number..................324
Transmitter Location.........Yorkton
Time on the Air....6:30 a.m. to 11:00 p.m.;
Sunday, 8:00 a.m. to 10:15 p.m.
News Service..................BUP
Representatives..............Stovin & Wright (Canada):
                         Joseph Hershey McGillivra, Inc.

Personnel
Chief Executive..............Dawson Richardson
General Managers.............A. L. Garside,
                           R. J. Priestly
Chief Engineer...............Art Mills

"CANADIAN BROADCASTER"
Meeting place for the Industry
and its Sponsors
keeps you posted on
Radio News and
Market Data
across Canada

$2 a year $5 for 3 years

371 BAY STREET
TORONTO 1, CANADA
for Regional... Local... and National Advertisers

WITH LOCALIZED SELLING PLANS

NBC Radio-Recorded Shows

- When you consider the quality of talent... writing... and production behind each and every NBC Radio-Recorded show... you will quickly understand why they are in such demand by regional advertisers whose distribution precludes the use of networks... local advertisers who want network caliber programs at a modest cost... national advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC... and now reaping excellent results in spot markets for many well-known advertisers... are those listed here.

- For advertisers who want their own custom-built program... anything from a Station Break to a Musical Variety Show... NBC's complete staff and facilities are available to do the entire job... from script to finished pressing. For agencies with their own programming staffs, studio and technical facilities are available.

The Weird Circle . 78 30 min. 1-a-week
Come and Get It . 78 15 min. 3-a-week
Destiny Trails ... 78 15 min. 3-a-week
Betty and Bob ... 390 15 min. 5-a-week
Modern Romances 156 15 min. 3-a-week
Stand by for Adventure 78 15 min. 2-a-week
Through The Sport Glass 52 15 min. Optional
Time Out with Allen Prescott 26 15 min. Optional
Time Out with Ted Steele and Grace Albert ... 26 15 min. Optional
Carson Robison and his Buckaroos ... 117 15 min. Optional
The Name You Will Remember 260 5 min. 3-a-week or more
Let's Take a Look in your Mirror with Stella Unger 156 5 min. 3-a-week
Getting the Most Out of Life Today with Dr. Wm. L. Stidger 117 5 min. 3-a-week
Five Minute Mysteries 66 5 min. Optional
Happy the Humbug . 39 15 min. 3-a-week

The number of programs in each series is as-of-press-time. Additional programs frequently added, so check with us.
RADIO PRODUCTION

Program Producers

Transcription Companies

Libraries

Music Performing Rights Societies
Publisher Members
ASSOCIATED offers MOST Hours of the Best RADIO Music... program material that really pays off!

When you compare transcribed libraries, it's not just the big names that count...it's topnotch showmanship all along the line. That's how a library helps you sell—helps your clients sell!

Break down the number of playing hours into paying hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers greater program value than other local stations...more and bigger proven attractions, on ASSOCIATED's incomparable, vertically-cut transcriptions.

2. With these features, you can hold big audiences at low cost against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson, 400 Madison Ave., N. Y. C.
Advance Television Pictures Service, Inc.
729 Seventh Ave., New York, N. Y.
Phone, BRyant 9-5600. President Chas.
A. Alicoate; Secretary-Treasurer, F. E.
Miles. SERVICES OFFERED: Production
of film programs, stock shot film li-
brary, cutting rooms, private projection
theaters, and distribution of motion pic-
tures for television stations.

Advertisers Recording Service, Inc.
113 West 57th Street, New York, N. Y.
Phone, CIRCLE 6-0141-0142; President,
James A. Miller; Secretary-Treasurer,
George R. Smith; Secretary E. B. Mc-
Cutcheon. SERVICES OFFERED: Pro-
gram production, Millertape editing, wax
and instantaneous recording, studio ren-
tal.

Air Features, Inc.
247 Park Ave., New York. Phone,
Wickersham 2-2700.

Alton Alexander
1270 Sixth Ave., New York, N. Y.
Phone, COLUMBUS 5-8132. SERVICES
OFFERED: Production, scripts, direc-
tion of both live talent and transcribed
programs and writers.

American Broadcasting Company
University Building, Seattle 1, Wash.
Executive Producer, John Milton; Pro-
gram Head, Lorrie Lyn; Accounts Man-
ger, Lionel Lennox; Chief Engineer, E.
J. Reilly. SERVICES OFFERED: Acous-
tical studios for rehearsal available to
producers, recorders and producers of
transcriptions; developers of radio pro-
grams—live and transcribed.

American Institute of Food Products
500 Madison Ave., New York 22, N. Y.
Phone, PLaza 3-7146. President, Dr.
Walter H. Eddy; General Manager, Rob-
ert A. Bories. SERVICES OFFERED:
Origination, writing and production of
programs specializing in food and kin-
dred accounts. (“Food and Home For-
um” participating program on WOR,
New York). Also “For Women Only” par-
ticipating program on WHN, New York
City, featuring Frances T. Northcross.

American Royal Productions
7928 Michigan Ave., Oakland 3, Calif.
Phone, Higate 5433. M. Scott Weakley,
Manager; M. W. Mungan, Producer. SER-
VICES OFFERED: Commercial record-
ing and transcription service, dramatized
announcements, custom-built shows, hi-
fidility domestic and international short-
wave aircheck service.

ASCAP Radio Program Service
American Society of Composers, Au-
thors & Publishers, 30 Rockefeller Plaza,
New York, N. Y. Phone, COLUMBUS
5-7464. Director, Script Editor, Madlin
Janney. SERVICES OFFERED: Produc-
tion of syndicated scripts for use with
live-talent for recorded musical pro-
grams, program-aids. Script service is
furnished free of charge to all ASCAP
licensed stations.

American-Jewish Broadcasting Co.
86 Chambers St., New York, N. Y.
Phones, WOrth 2-3322, REctor 2-5341.
President, Herman Younglieb; Secret-
ary, Ann Barbibel. SERVICES OF-
FERED: Program production, script and
transcription library.
"Pleasure Parade"

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED. NOW READY FOR SPONSORSHIP.

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

KAY LORRAINE
BOB KENNEDY
JIMMY WALLINGTON
THE MODERNAIRES AND PAULA KELLY

FREDERIC W. ZIV COMPANY
2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD
F. D. Anderson
Suite 319-22 Paul Brown Bldg., St. Louis, Mo. Phone, Garfield 1055. Manager, F. D. Anderson. SERVICES OFFERED: Program and spot announcement production on local participating programs.

Arts Recording Studios
29 West 57th St., New York, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, phonograph master recordings, motion picture sound recording.

Associated Program Service
25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President C. M. Finney; Vice President-Treasurer, John R. Andrus. SERVICES OFFERED: Transcriptions, library, production, scripts, recording processing and pressing both vertical and lateral (Muzak). Represented by Loren Wason, 400 Madison Ave., N. Y. C.

Associated Radio-Television Productions
11 West 42nd Street, New York 18, New York. Phone, LOngacre 5-3710; President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

Associated Broadcasting Co., Ltd.
Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. President, M. Maxwell; Vice-President, M. Feldman; Secretary-Treasurer, F. Maxwell; Sales Director, H. Rittenberg; Program Director, S. Vineberg; Script Director, B. Stewart; Talent Director, Miss Fitzgerald; French Director, J. O. Denis; French Scripts, R. Cabanna; Syndicated Transcription Dept., R. O. Stevenson; Recording Department, J. Feldman.

BRANCH OFFICE: 45 Richmond St. W., Toronto, Can. Phone, Adelaide 3248. Manager, K. H. Gregory. SERVICES OFFERED: Production of live-talent shows in English and French, recordings of programs and spots, scripts.

Associated Releases

Ann Barbinel
54 Riverside Drive, New York, N. Y. Phone, ENdicott 2-4351. SERVICES OFFERED: Creation and production of live-talent and transcribed women's, children's and general programs, casting, custom-built package shows.

Basch Radio Productions
17 East 45th St., New York, N. Y. Phone, MURray Hill 2-8877. Sales Manager, Charles J. Basch, Jr.; Television Director, Jay Strong. BRANCH OFFICES: 326 Buckley Bldg., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley; 507 Statler Bldg., Boston, Mass. Phone, Hubbard 5225. Robert C. Foster; 226 N. La Salle St. Chicago, Ill. Phone, State 5096. Fred R. Jones. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs, live and film.

Batchelor Enterprises, Inc.
30 Rockefeller Plaza, New York, N. Y. Phone, CIRCLE 6-4224. President, Walter Batchelor; Secretary-Treasurer, Philip E. Anolick. SERVICES OFFERED: Program production.

Baudry-Harwood Radio Productions
1318 Sherbrooke St., East, Montreal, Que., Canada. Phone Falkirk 2465. Partners, Mrs. Edouard Baudry, Lt., R. W.
Here are PROVEN programs, successful for many and diversified types of business. Among them are programs which you may use as successfully as others are doing, throughout the United States, Canada, and New Zealand.

SYNDICATED SHOWS NOW AVAILABLE

"THE VAGABOND ADVENTURER" ........................................ 39 ¼-hour shows
Starring Tom Terriss, Internationally Known Adventurer

"REAL ROMANCES" ...................................................... 52 ¼-hour shows
Dramatization of Stories in Real Romances Magazine

"AMERICA TO VICTORY" ................................................ 13 ¼-hour shows
Stories of American Heroes of World War II

"SONGS OF CHEER AND COMFORT" .................................. 52 ¼-hour shows
Starring Richard Maxwell (Gospel Songs and Philosophy)

"DAN DUNN, SECRET OPERATIVE No. 48" ......................... 78 ¼-hour shows
Based on famous newspaper strip, Juvenile Series

"STAND BY, AMERICA" .................................................. 225 5-min. shows
How America met similar problems of today, in bygone years

"JERRY & SKY," The Melody Men .................................... 208 5-min. shows
Real Tennessee Hillbillies

"IMPERIAL LEADER" ...................................................... 52 ¼-hour shows
Dramatized Life Story of Winston Churchill

"HISTORY IN THE MAKING" .......................................... 26 ¼-hour shows
Outstanding Events of World War II

"FUN WITH MUSIC" ....................................................... 26 ¼-hour shows
Starring Sigmund Spaeth, Tune Detective

"FAMOUS MOTHERS" ....................................................... 78 5-min. shows
Starring Jane Dillon. All parts enacted by Miss Dillon

"ONE I'LL NEVER FORGET" ............................................ 138 5-min. shows
Starring Jack Stevens, Unusual Sport Stories

"TWILIGHT TALES" ......................................................... 52 ¼-hour shows
Starring Elinor Gene, Fairy Stories for Kiddies

"UNCLE JIMMY" ........................................................... 156 ¼-hour shows
Starring William Farnum. Daytime Serial

"UNSOLVED MYSTERIES" ................................................ 39 ¼-hour shows
The Strangest Incidents of All Time

"TALES OF TREASURE" .................................................. 39 ¼-hour shows
True Stories of the Most Famous Pirates

"FURS ON PARADE" ....................................................... 26 15-minute shows
The Most Comprehensive Fur Program Ever Produced

Excluive to One Sponsor in A City — Write or Wire for Audition Samples and Data

KASPER-GORDON, Incorporated
140 Boylston Street, Boston 16, Massachusetts
One of The Country's Largest Program Producers
Harwood; Radio Director, Rolland Bed- 
ard; Script Writers, René O. Boivin, E. P. 
Morin. SERVICES OFFERED: Scripts, 
program production, translations, scripts, 
recordings.

**Marcel Baulu—Laboratoire De Redaction** 
1434 West St. Catherine St., Montreal, 
Que. Phone, Lancaster 5972. Owner, 
Marcel Baulu; Translator-Secretary, 
Madeleine Painchaud. SERVICES OF- 
FERED: Program production, scripts, 
announcing and master of ceremony ser-

**Beck Recording Studios** 
1722 Hennepin Ave., Minneapolis, 
Minn. Phone, Atlantic 8901. Managing 
Director, R. Castle Brown; SERVICES 
OFFERED: Producers of electrical re-
cordings and transcriptions for radio 
broadcast; program building; scripts, tal-
et; production; audition service; off-
the-air recordings; complete service in 
the production of sound film in black and 
white and in natural color.

**Broadcast Production** 
25 East Jackson Blvd., Chicago, Ill. 
Phone, Wabash 0711. Owner and Direc-
tor, John Stamford; Assistant Director, 
Bryce Talbot; Secy-Treas., Loretta Clus-
man. SERVICES OFFERED: Program 
building, time buying, dramatic produc-
tion, transcription building, directing and 
recording, continuity-writing, spot-writ-
ing and placement.

**Broadcasters Mutual** 
Transcription Service, Inc. 
818 South Kingshighway Blvd., St. 
Louis, Mo. Phone, Franklin 2060. Presi-
dent, J. Frank Eschen; Vice-President, 
James M. Althouse; Secretary-Treasurer, 
C. E. Harrison. REPRESENTATIVES: 
Walter Biddick Co., 568 Chamber of 
Commerce Bldg., Los Angeles, Calif.; 
Charles Michelson, 545 Fifth Ave., New 
York, N. Y.; Radio Auds, Inc., 1041 North 
Las Palmas, Hollywood, Calif. SER-
VICES OFFERED: Transcribed produc-
tions and scripts, talent, and program 
service.

**Walter Biddick Co.** 
1151 S. Broadway, Los Angeles 15, Cal. 
Phone, Richmond 6184. Manager, L. 
Hill. SERVICES OFFERED: Transcrip-
tions, production.

**G. C. Bird & Associates** 
1745 N. Gramercy Place, Hollywood 
28, Calif. Phone, Hollywood 3981. Gen-
eral Manager, G. C. Bird. SALES REP-
RENTATIVE: Charles Michaelson, 
67 West 44th St., New York, N. Y. 
Phone, Murray Hill 2-3376. SERVICES OF-
FERED: Transcribed programs for 
syndication.

**Fritz Blocki Productions** 
420 Madison Ave., New York, N. Y. 
Phone, Plaza 9-6180. SERVICES OF-
FERED: Production, scripts, direction, 
complete package shows.

**Joseph Bloom** 
19 West 44th St., New York, N. Y. 
Phone, Vanderbilt 6-5080. President, 
Joseph Bloom. SERVICES OFFERED: 
Program production, scripts, musical 
jingles.

**Bost Records Co.** 
29 West 57th St., New York 19, N. Y. 
Phone, Plaza 3-8676. Owner, R. Steiner; 
Business Manager, H. H. Borchardt; Sec-
etary-Treasurer, Julia Pontell. SER-
VICES OFFERED: Transcriptions, phon-
ograph records, studio facilities; AM, 
FM and television “off the air” record-
ings, production and recording of tran-
scribed programs, spot announcements, 
audition records and pressings.

**Richard Bradley & Associates** 
20 North Wacker Drive, Chicago, Ill. 
Phone, Randolph 3549. President, Rich-
ard Bradley; Vice-President, Ronald R. 
Mills. SERVICES OFFERED: Program 
production, air-checks, script service, 
studios, film projection service, tran-
scribed productions.

**Brandt Production Service** 
2063 E. 23rd St., Brooklyn, N. Y. 
Phone, Sheepshead 3-3075. Associates, 
Ruth and Mae Brandt. SERVICES OF-
FERED: Program production, scripts, 
radio commercials, musical jingles, tele-
vision scripts.

**Broadcasting Program** 
Service 
45 West 45th St., New York, N. Y. 
Phone, Bryant 9-4324. Manager, Her-
bert Rosen. SERVICES OFFERED:
5 STELLAR PRODUCTIONS

Louise Massey and the Westerners

TRANSCRIBED
The popular appeal of music that touches the hearts of millions!

HILL-BILLY & SWING!
Vocal and instrumental! The quintet that made radio history!

So the Story Goes

TRANSCRIBED
Eerie tales of weird suspense to chill the fans of horror!

TRANSCRIBED
Dynamic tales of fate's caprice that changed the destiny of man!

Stay Tuned for Terror

Curtain Call

Tales of Treasure

LIVE
Guest Star show with brand new twist! Combines features of proved, popular appeal!

WRITE TODAY...
For full information on transcribed and live programs. All pre-tested! All designed for greatest listener appeal!

LIVE
Romantic legends of fabulous gems richly set against background of exquisite music and poetry!

NEBLETT RADIO PRODUCTIONS
Programs with Proven Power
360 NORTH MICHIGAN AVE. • CHICAGO I, ILL.
Transcribed programs, sound effects library, script service, foreign language programs (Spanish and Portuguese).

**Chamberlain Brown**
145 West 45th St., New York, N. Y. Phone, BRyant 9-8480. SERVICES OFFERED: Program production, talent.

**Carl Byoir & Associates**

**The Caples Company**
535 Fifth Avenue, N. Y. 17, N. Y. Phone, LExington 2-0850. Maxine Keith, Director of Radio and Television. BRANCH OFFICES: 225 East Erie St., Chicago, Ill., Phone, Superior 6016, R. N. Hartsing, Vice-President. 1504 Dodge St., Omaha, Nebraska, Phone, Jackson 1107, L. M. Branch, Vice-President, 412 West 6th St., Los Angeles, California, Phone, Mutual 4145, Arthur Caron, Manager. SERVICES OFFERED: Complete radio and television services and staff. Programs for both media prepared and executed.

**The Bruce Chapman Co.**
145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Program Director, Dan Morley; Production Manager, Cecil Secrest; Director of Research, Quentin Gulliver. REPRESENTATIVES: Albert Mitchell, 424 Oakdale Ave., Chicago 14, Ill. Phone, Wellington 7746. Charles Forrester, 21 Brookline Avenue, Boston 15, Mass. Phone, Commonwealth 0800. SERVICES OFFERED: Program production, commercial scripts, package shows.

**Mary D. Chase**
875 Fifth Ave., New York, N. Y. Phone, REgent 7-1120. SERVICES OFFERED: Package shows, program production.

**Leslie 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; Choral Director, Ted Strater; Writers, Jean Holloway and Jane Tompkins. SERVICES OFFERED: Program building and producing.

**Russell C. Comer Radio Productions**
15 West 10th St., Kansas City, Mo. Phone, Harrison 3964. President, Russell C. Comer; Vice-President, John C. Fehlandt; Treasurer, Cecil W. Trapp; Secretary, Mrs. Russell C. Comer. SERVICES OFFERED: Production of syndicated programs and serials.

**The Jack L. Cooper Radio Advertising Service**
1335 West 111th Place, Chicago, Ill. Phone, Beverly 2056. Managing Director, Jack L. Cooper; Secretary-Musical Director, Gertrude R. Cooper. BRANCH OFFICE: 14 N. Western Ave., Chicago 12, Ill. Phone, Seeley 8066. Jack L. Cooper, Executive-in-Charge.

**Louis G. Cowan & Co.**
8 S. Michigan Ave., Chicago, Ill. Phone, Randolph 2022. President-Owner, Louis G. Cowan; Business Manager, Frederick A. Asher; Manager, John Lewellen; Research Director, Eliza Merrill Hickock; Publicity Director, George Hixon. SERVICES OFFERED: Program production and publicity.

**Cruger Radio Productions**
5800 Carlton Way, Hollywood 28, Calif. Phone, HEmpstead 8254. General Manager, Paul Cruger; Art Director, Elmer Davis; Musical Director, Darrel Calker; Production and Talent, John 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.
UNIVERSAL RADIO PRODUCTIONS PRESENTS
A "SALES" PROGRAM FOR EVERY PRODUCT!

NOW AVAILABLE ... Newly transcribed "Star Studded" programs produced in Hollywood by Radio’s Finest Actors, Writers, Musicians and Directors.

Judge for Yourself!
A personal request on your stationery will bring a sample transcription at no cost to you.

THE THEATRE OF FAMOUS RADIO PLAYERS ... A series of ½ hour once-a-week dramatic programs with fine musical background. Each program is a complete story. UNIVERSAL listening appeal for teen agers and adult groups.

PHANTOM INDIAN ... produced for ¼ hour 5 times-a-week broadcasts. One of the finest of adventure shows ever created for youngsters. Develops genuine story interest plus daredevil action. Excellent musical orchestration.

FLANAGRAMS ... A 15 minute, 3 times-a-week dramatized sports feature. Pat Flanagan, the "Dean of American Sports Commentators," recalls the "Greats of Sports" in memorable programs of intense human interest. Background music is by Milton Charles, nationally known organist.

MR. FIXIT ... A most unusual ½ hour comedy detective show. Completely different from "the formula" now so hackneyed, MR. FIXIT combines comedy with unique, down-to-earth characterizations in amazingly actual situations and thrilling plots. Each story is complete with suspicion and intrigue.

THE EDWARDS ... A 15 minute, 5-times-a-week daytime strip. A tested radio program which garnered a phenomenal rating of over 20. THE EDWARDS is based upon the human and lovable characters who are continually confronted with believable and absorbing problems.
**Patrick Michael Cunning Productions**

(Stage 8 of Hollywood & San Francisco)

6530 Sunset Boulevard, Hollywood, Calif.

Phone, Hillside 5915.

In-Charge of Production, Patrick M. Cunning; Assistant to Producer, Marcia Drake; In Charge of Production, Armand Piaggi; Asst'on Production, Georgia O'Davoren.

SAN FRANCISCO OFFICE: Mark Hopkins Hotel; Executive-In-Charge, Armand Piaggi.

SERVICES OFFERED: Production of television motion pictures and radio and television program, transcriptions.

**Damon Transcription Laboratory & Sound Service**

1221 Baltimore Ave., Kansas City, Mo.

Phone, Victor 2585. Owner, Victor Damon; General Manager, B. J. Humphries.

SERVICES OFFERED: Studio and portable transcribing, re-recordings and vinylite pressings, program and announcement production, sound amplification equipment leased.

**Alfred Dixon Speech Systems, Inc.**

424 Madison Ave., New York, N. Y.

Phone, Plaza 3-1246. President, Alfred Dixon; Secretary-Treasurer, Rowena Stevens; Public Relations, Muriel Fraser.

SERVICES OFFERED: Speech correction, educational radio features.

**Walter P. Downs**

Dominion Square Bldg., Montreal, Que.

Phone, Marquette 6368. General Manager, Walter P. Downs; Purchasing, R. F. Brown; Manager, Marion Hould.

BRANCH OFFICES: 123 Bramar Ave., Toronto, Ont., Canada. Phone, Hudson 0333. Manager, E. J. Piggott; 3035 Granville St., Vancouver, B. C., Canada.

Phone, Bayview 0732. Manager, N. McLeod. Ste. 2 Stuart Court, Fawcett Ave., Winnipeg, Man., Canada. Phone, 4842. Manager, B. L. McGibbon.

SERVICES OFFERED: Custom-built transcriptions, production, recording, direct wire service for auditions.

**Harry S. Dube**

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

Phone, Columbus 7-7035. Manager, J. Knight.

SERVICES OFFERED: Scripts, production, talent.

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**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.

**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.

**Dominion Broadcasting Co.**

4 Albert St., Toronto, Ont., Canada.

Phone, Adelaide 3383. General Manager, Hal B. Williams; Transcription Division Manager, Don H. Copeland. Production Manager, Stan Francis; Script Department, Rex Weyman.

SERVICES OFFERED: Scripts, live talent productions, transcriptions and recordings, air checks.

**Don Lee Productions**

5515 Melrose Ave., Los Angeles, Calif.

Phone, Hollywood 8111. Recording Supervisor, Clifford C. McDonald.

SERVICES OFFERED: Recording, program production.

**East Texas State Teachers College**

Commerce, Texas. W. W. Freeman, Maude Webster, Roy Johnson. SERVICES OFFERED: Recordings and scripts for educational purposes.

**Mildred Fenton**

38 East 57th Street, New York 22, N. Y.

Phone, Plaza 5-0230.

**Harry E. Foster Agencies Limited**

King Edward Hotel, Toronto, Canada.

Telephone, ELgin 2134. SERVICES OFFERED: Program production, live or transcribed shows, dramatized spot announcements, scripts, completely equipped recording studios.
AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY
**General Broadcasting System**
Rockefeller Bldg., Cleveland, Ohio. Phone, Prospect 4900. President, Donald C. Jones; Production Manager, Robert Haviland. BRANCH OFFICE: 518 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. Manager, Donald C. Jones. SERVICES OFFERED: Custom-built transcriptions, production, script, recording talent, off-the-wire and off-the-air recordings.

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**Eccles Disc Recordings, Inc.**

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**B. Ellis Associates Radio Productions**
11 East 44th St., New York 17, N. Y. Phone, MUrray Hill 2-7862. Director, Bruce Ellis; Production Director, Harold H. Joseph; Program Director, John H. O'Rourke; Script Editor, Esther MacBain. SERVICES OFFERED: Custom-built programs, syndicated recorded programs, package shows, script service, commercial copywriting, program consultants.

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**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.

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**Empire Broadcasting Corporation**
480 Lexington Ave., New York, N. Y. Phone, Plaza 8-3860. President-Treasurer, Helen D. Kelleher; Vice-President, Fred de Jaager; Secretary, Arthur Lubo. SERVICES OFFERED: Transcription and production of transcribed shows.

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**Exclusive Radio Features Company, Ltd.**
14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, George W. Halnan. SERVICES OFFERED: Syndicate transcriptions, library service, custom recording and production.

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**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.

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**Fanchon & Marco**
1501 Broadway, New York, N. Y. Phone, CHicking 4-3956. Radio Director, Charles E. Toffler. SERVICES OFFERED: Production, talent.

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**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.

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**Paul M. Frailey Productions**

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**Frederick Bros. Agency, Inc.**

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**Frontenac Broadcasting Co.**
394 Bay St., Toronto, Ont. Phone, Elgin 4553. President, A. E. Carter; Vice-President, G. J. Carter; Sales Manager, A. R. Robertson. REPRESENTATIVE: Harry S. Goodman, 19 East 53rd St., New York, N. Y. SERVICES OFFERED: Program production, sales of air time, transcriptions.
Allen A. Funt Radio Productions
52 Vanderbilt Ave., New York, N. Y.
Phone, Murray Hill 4-6148. President, Allen A. Funt (on leave with U.S. armed forces); Vice-President, Dorothy Funt. SERVICES OFFERED: Syndicated programs, program production.

Gale Associates
48 West 48th St., New York, N. Y.
Phone number Longacre 3-0350. President, Moe Gale. SERVICES OFFERED: Producers of package radio shows and live talent.

General Amusement Corp.
1270 Sixth Ave., New York, N. Y.
Phone, Circle 7-7550. Vice-President-in-Charge-of-Radio, Douglas F. Storer.

William Gernant
521 Fifth Ave., New York, N. Y.
Phone, Vanderbilt 6-1750. SERVICES OFFERED: Packaged shows, production.

John Gibbs & Co.
9 Rockefeller Plaza, New York 20, N. Y.
Phone, Columbus 5-6402. Owner, John Gibbs. SERVICES OFFERED: Program production, scripts, talent representative.

Arthur M. Godfrey Productions
808 Earle Bldg., Washington 4, D. C.
Phone, Metropolitan 3200. Owner, Arthur M. Godfrey; Secretary, M. Richardson. SERVICES OFFERED: Arthur Godfrey Package.

Harry S. Goodman Radio Productions
19 East 53rd St., New York, N. Y.
Phone, WI. 2-3338. General Manager,
Harry S. Goodman; Program Director, Maurice Barrett; Production Manager, Gene Flanagan. BRANCH OFFICES: American National Bank Bldg., Chicago, Ill.; 206 S. Spring St., Los Angeles, Calif. SERVICES OFFERED: Custom-built radio programs; syndicated transcriptions; spot announcement production, television department added.

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Melchor Guzman Co., Inc.

Leland Hayward, Inc.

* * *

George Heid Productions
1005 Century Bldg., Pittsburgh, Pa. Phone, GRant 3696. Owner, George Heid; Recording Engineer, Gene Romer; Musical Director, Al Marsico. SERVICES OFFERED: Program production, continuity, recording, transcriptions transcribed spot announcement production, air checks, slide film recordings.

* * *

Gordon Broadcasting & Publishing Co.

* * *

Gordoni Radio Productions
Hotel Crillon, 1258 S. Michigan Blvd., Chicago, Ill. Phone, CALumet 6700-1370. Owner-Manager, Lilla Gordoni; Musical Director, Grace Ingraham; Voice Coach, Rita Mudra; Radio and Television; Dramatic Coach, Marguerite Clark. REPRESENTATIVE: Juliet Heath, 201 West 49th St., New York, N. Y.

Radio production

WOLF ASSOCIATES, Inc.
in all its phases

EDWARD WOLF
General Manager

420 MADISON AVE. NEW YORK CITY PLaza 5-7620
Jean V. Grombach, Inc.
(Business suspended for the duration of the war).

Hispano Broadcasting Co.
105 E. 1st Street, Los Angeles 12, Calif.
Phone, Mi 4433. President-General Manager, Tony Sein; Vice-President-Secretary, Robert Jordan; Musical Director, Fortuno Tinoco; Script Department, Beatriz Gurrola; Technical Department, J. I. Medina. SERVICES OFFERED: Spanish program production or participation.

William F. Holland Agency
Hotel Sinton, Cincinnati, Ohio. Phone, Main 3450. Owner and Space Buyer, William F. Holland; Office Manager, D. E. Holland; Merchandising, Clyde Hague; Program Director, Jim Parsons; Production, Jean Clark; Statistician, Mack Fervia; Art Director, Dale Maxey; Recording Engineer, William Nunniker.

Hummert Radio Features

Hollywood Transcriptions

Inter-California Broadcasting System
247 Broadway, Los Angeles 12, Calif. Phone, Mutual 2759. Manager, Gustavo Faist Moran; Sales Manager, Juan Ortix; Secretary-Continuity Writer, Margaret Lamar. SERVICES OFFERED: Production of Spanish Language Programs.

let's look at the records....

AND LISTEN TO
Transcribed shows ... each packing a powerful sales punch!
Streamlined Fairy Tales ★ Personal Problems ★ The World and America ★ Let's Learn Spanish ★ Edward MacHugh, the Gospel Singer . . . AND Custom Built Spots FOR ANY and EVERY BUSINESS!

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY
Program Producers

Estella H. Karn
49 West 45th St., New York, N.Y. Phone, VAnderbilt 6-3860. SERVICES OFFERED: Program production.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Office Manager, Robert W. Graham; Production, Recording, Warren Saunders. SERVICES OFFERED: Custom built live talent and transcribed shows; syndicated transcribed programs; studio recordings; air checks; hillbilly library, production; and scripts.

Kent-Johnson, Inc.
34 West 53rd St., New York 18, N.Y. Phone, PLaza 3-7246. President, Alan Kent; Executive Vice-President, Austen Croom-Johnson. SERVICES OFFERED:

Bob Kerr
30 Rockefeller Plaza, New York, N.Y. Phone, Columbus 5-8051. Ben Pratt, Publicity; Pete King, Bernie Weissman, Jerry Bittick, Arrangers; Clara Frim, Office Manager.

Kermit-Raymond Corporation
14 East 52nd St., New York, N.Y. Phone, ELdorado 5-5511. President-Treasurer, William J. McCambridge; Vice-President & General Manager, Raymond R. Green; West Coast Sales Manager, Scrappy Lambert, 9671 Burton Way, Beverly Hills, Calif. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, Bulphey Bldg., Cleveland, Ohio; John E. Allen, Inc., Rochester, N.Y. SERVICES OFFERED: Production of live and transcribed program shows, scripts.

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Sam Kerner, Inc.
8272 Sunset Boulevard, Hollywood 46, Calif. Phone, Hempstead 1813. President, Sam Kerner. SERVICES OFFERED: Manage radio artists and programs; personal representative of talent, writers, directors, etc.

King-Trendle Broadcasting Corp.
1700 Stroh Bldg., Detroit 26, Mich. Phone, Cherry 8321. President-Treasurer, George W. Trendle; Vice-President, John H. King; General Manager-Secretary, H. Allen Campbell; Assistant Commercial Manager, James G. Riddell; Advertising-Sales Promotion-Publicity Manager, Lambert B. Beeuwkes; Traffic Manager, Bess Ashton. REPRESENTATIVE: Paul H. Raymer Co. SERVICES OFFERED: Program production of Lone Ranger, Green Hornet, Ned Jordan-Federal Ace, Challenge of the Yukon, for network, national spot, and local use.

C. O. Langlois, Inc.
Steinway Hall, 113 W. 57th St., New York, N. Y. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.

Phillips H. Lord, Inc.

C. P. MacGregor
729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; Treasurer, Paul Quan. SERVICES OFFERED: Transcription library productions; dramatic and musical custom-built programs; recording studios.

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3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio shows created, produced, and written.

Management Corp. of America
745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Vice-President, Herbert I. Rosenthal; Vice-President, Jack Bertell. SERVICES OFFERED: Program production, package shows.

Alexander McQueen
185 East Chestnut St., Chicago, Ill. Phone, Superior 9139. Manager, Alexander McQueen; Secretary-Script Writer, E. R. Junge. SERVICES OFFERED: Program productions, scripts, research, spot announcements. Owner of "Nothing But the Truth."

March of Time (Dept. of Time, Inc.)
9 Rockefeller Plaza, New York, N. Y. Phone, Circle 5-4400. Director of Radio Programs Department, Frank C. Miller. SERVICES OFFERED: Transcribed programs.

Charles Michelson Radio Transcriptions
67 West 44th St., New York, N. Y. Phone, MUrray Hill 2-3376. President, Charles Michelson; Export Manager, A. Michelson. REPRESENTATIVES: 1344 S. Flower St., Los Angeles, Calif. Phone, Prospect 2035. Manager, Philip Johnson; South First & Second Sts., Richmond, Ind. Phone, 1117. Manager, Harry Gennett, Jr. SERVICES OFFERED: Transcribed program representative, sound effect record library, distributor of transcribed programs ("The Shadow," Gennett-Speedy-Q sound effects records, Earnshaw Radio Productions, Walter Biddick Co., Radio Transcriptions Co. of America, Transcription Record Albums Co.).

Michelson & Sternberg, Inc.
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Secretary, Aaron Michelson; Vice-President, Charles Michelson; Assistant Treasurer, Martin Diamond. SERVICES OFFERED: Exporters of transcription programs and sound effect records.

Landau Broadcasting Service
270 Broadway, New York, N.Y. Phone, REctor 2-5341. Program Director, Herman Younglieb. SERVICES OFFERED: Original foreign-language programs and production talent.

Allan H. Miller Productions
310-11 Bell Building, Toledo 2, O. SERVICES OFFERED: Package shows and live talent.

Fred C. Mertens & Associates
849 South Gramercy Drive, Los Angeles 5, Calif. Phone, Drexel 9031. President, Fred C. Mertens; Program Department, A.F. Williams; Script Department, Sparks Stringer; Sales, Stuart S. Shackleton, Kenneth M. Poote; Secretary, C. Oroczo. SERVICES OFFERED: Program production, transcriptions, commercial copy service.

Microphone Playhouse
151 North Craig St., Pittsburgh, Pa. Phone, Schenley 2221. Director, Marjory Stewart; Assistant Director, Hally McFarland; Executive Secretary, Edith R. Russell; Secretary, Helen Maher; Sound Technician, George Meyer. SERVICES OFFERED: Program production and announcers training.

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SERVICES OFFERED: Production of one-minute musical spot programs.

Moonbeams Broadcasts, Inc.
8 West 45th St., New York 19, N. Y.
Phone, MUrray Hill 2-7471, 7472. President and Treasurer, George Shackley; Secretary-General Manager, Lillian Stewart. SERVICES OFFERED: Musical and script programs, talent.

Raymond R. Morgan Co.
Phone, Hempstead 4194. President, Raymond R. Morgan; General Manager, R. E. Messer. Account Executives, Robert Temple and Carl Kulberg; Copy Chief, Audrey Kuthe; Production Manager, Ruth Johnson; Account Executives, James McCleery, Robert Raisbaeck, Lucille Hobson. BRANCH OFFICE: Goodkind, Joice & Morgan, Chicago, Ill. Superior 6747. Vice-President (Executive-in-Charge), M. Lewis Goodkind. SERVICES OFFERED: General advertising, merchandising and radio production.

Motion Picture Productions, Inc.
(General Broadcasting System, Inc.)
620 West Superior Ave., Cleveland, Ohio. Phone, Prospect 4900. President-General Manager, Donald C. Jones; Secretary & Office Manager, J. J. Lloyd; Sound Technician, Robt. Haviland; Director, C. A. Meyers; Editorial, Robert A. Godley.

Music Corporation of America
745 Fifth Ave., New York, N. Y.
Phone, Wickersham 2-8900. Vice-President, David A. Werblin; Vice-President, A. Bart McHugh; Vice-President, Charles Miller; Vice-President - Radio Director, Harold Hackett; Vice-President, Herb Rosenthal. OTHER OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Maurie Lipsey; MCA Square, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein; Vice-President, Taft Schreiber; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone 2-1448. Manager, Norman Steppe.

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National Concert & Artists Corp.
711 Fifth Ave., New York, N.Y.
Phone, PLaza 3-0820. President, Alfred H. Morton; Vice-President, O. O. Bottorff; Vice-President, Marks Levine; Vice-President, Daniel S. Tuthill; Secretary-Treasurer, Thomas Reilly. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 4042. Manager, Sam Harrington; Sunset at Doheny, Los Angeles, Calif. Crestview 1-7121. Manager, Helen Ainsworth, 111 Sutter St., San Francisco, Calif. Executive-in-Charge, Alexander Haas. SERVICES OFFERED: Program production, talent management.

National Radio Features
100 State Street, Albany 7, New York.
Phone, Albany 4-8226. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations to fill up unused time.

NBC Radio-Recording Division
30 Rockefeller Plaza, Radio City, New York 20, N.Y. Phone, Circle 7-8300. Vice-President, C. Lloyd Egner; Business Manager and Eastern Sales Manager (Stations), Robert W. Friedheim; Assistant Sales Manager, Willis B. Parsons; Program Manager, Morris W. Hamilton; The-saurus Program Manager, Norman L. Cloutier; Office Manager, Henry P. Hayes; Assistant Sales Manager (Commercial), Walter B. Davidson. BRANCH OFFICES: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Frank E. Chizzini; Sunset and Vine Sts., Hollywood, Calif. Phone, Hollywood 6161.

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E. K. Nadel
1600 Broadway, New York, N. Y. Phone, CCircle 6-8861. General Manager, E. K. Nadel; Assistant Manager, Tom Kirby; Art Department Manager, Frank Smith; Treasurer, Marian Mack. SERVICES OFFERED: Program production.

National Radio Advertising Agency
4005 Mary Ellen Ave., North Hollywood, Calif. Phone, State 4-4813. President, D. D. Crawford; Vice-President, J. D. Crawford. SERVICES OFFERED: Program production.

Neblett Radio Productions
360 North Michigan Ave., Chicago 1, III. Phone, Central 4144. Owner, John Neblett; Sales Promotion Manager, Ruthe Miller. SERVICES OFFERED: Producers of transcribed and live talent programs.

Lilian Okun, Inc.
2 West 67th St., New York, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Program production, live and transcribed, talent, package programs, scripts.

Pan American Broadcasting Co.
330 Madison Ave., New York 17, N. Y. Phone, MURray Hill 2-0810. Vice-President, E. Bernald. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. Homer Griffith, 6362 Hollywood Blvd., Hollywood, Calif. SER-

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Box 2222, Hollywood 28, Calif. Phone, Granite 7584; Hillside 8351. President, Jack Parker; Vice-President, Don Masters; Station Relations Manager, Hortense Reid; Script Editor, Ross Van Niebroc; Music Editor, Harold L. Graham; Recording Manager, Charles Alford; Script Writers, Ross Van Niebroc, Hortense Reid, Garland Brunton. SERVICES OFFERED: Program production-recording; scripts; syndicated transcriptions; television production of live talent programs.

Leo J. Paulin & Associates
1627 "K" St., N.W., Washington 9, D. C. Phone, National 9349. SERVICES OFFERED: Program ideas, production, scripts. Featuring programs with a "Washington angle."

Premier Radio Enterprises Inc.
1218 Olive St., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-Presidents, Wilson Dalzell, David A. Somson; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, national and regional broadcasts, war and film recording; sales presentations.

Peterson Radio Productions
1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. Producer-Director, Donald Peterson; Script Writers, Wilhelmina Fox, Faith Ellen Smith; Engineer, M. P. Fruchty. SERVICES OFFERED: Production of religious programs, recording.

Polish Broadcasting Bureau
754 Fillmore Ave., Buffalo, N. Y. Phone, Cleveland 6876. Owner, Joseph F. Mikolajczak; Secretary, Emily A. Mikolajczak. SERVICES OFFERED: Program production (Polish).

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946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEederal 7372. President, G. L. Price. SERVICES OFFERED: Transcribed programs, program production, transcription library, scripts and continuity, commercial copy.

Prockter & Lewis

Radio Centre Limited
74 Wellington St., West Toronto, Ont., Canada. Phone, Waverly 2036. General Manager, D. Spencer Grow; Vice-President, Stewart L. Grow; Transcription Supervisor, Frances Morrison. BRANCH OFFICE: 8011 112th Ave., Edmonton, Alberta. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Syndicated transcriptions.
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.

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 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.

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**Maurice Roffman**
540 West 122nd Street, New York, N. Y. Phone, MOnument 2-3288.

**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.

**Transamerican Broadcasting & Television Corp.**
1 East 54th St., New York, N. Y. Phone, PLaaza 5-9800. President, John L. Clark; Executive Vice-President, E. J. Rosenberg. SERVICES OFFERED: Live and transcribed programs.

**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.

**WADC Cleveland Studios**
241 Euclid Ave., Cleveland, Ohio. Phones, WA 8949, DI 0056. Partners, James J. Rattay and Paul Faut. SERVICES OFFERED: Production of foreign-language and English programs.

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Robinson Recording Laboratories

Rockhill Radio, Inc.
18 East 50th St., New York, N. Y. Phone, Eldorado 5-1860. President, Stanley J. Wolf; Vice-President, Emanuel Wolf. REPRESENTATIVES: Dave Pinchot, Chicago, Ill. SERVICES OFFERED: Live and transcribed program production.

The Rocky Mountain Radio Council
21 East 18th Ave., Denver, Colo. Phone, Keystone 5306. Director, Robert B. Hudson; Production Director, Jack Weir Lewis; Engineers, Harold Craig, Tom Harvey; Research, W. M. Spackman; Secretary, Nancy Reid. SERVICES OFFERED: Production of public service programs in Colorado and Wyoming. This organization works in cooperation with its member agencies, consisting of education and civic organizations, colleges, public school systems, etc.

Saltimieras Radio Advertisers
6912 South Western Ave., Chicago 36, Ill. Phone, Prospect 4050. Program Producer, Paul B. Saltimieras; Musical Directoress, Pearl Johanson; Music Librarians, Anna Norkus and Joseph Norkus; Business Manager, Julia Saliner.

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“Soldiers of Production”
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Glen Gray Orchestra
Tiny Hill’s Orchestra
Vincent Lopez Orchestra
Teddy Powell Orchestra
Tony Pastor Orchestra
Will Osborne Orchestra
“Topics for Today”
with Tommy Tucker’s Orch. (United States Navy and O.W.I.)
“Your Town’s War Job”
with Lionel Hampton’s Orch. (U. S. Employment Service)
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. Owner, Joseph C Schramm; Supervisor, Josephine Martinez. SERVICES OFFERED: Program production, recording, transcriptions.

**Bernard L. Schubert, Inc.**

**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.

**Service Programs**
585 5th Ave., New York 17, N. Y. Phone, MUrray Hill 6-3489. General Manager, Gladys Miller. SERVICES OFFERED: Scripts, promotion, programming, production, merchandising.

**Edward Sloman Productions**
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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.

Irving Strouse
151 W. 74th St., New York, N. Y. Phone, TRafalgar 7-4695. SERVICES OFFERED: Program production, scripts.

Telecast Productions, Inc.
101—5th Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. D. Free-
man; Treasurer, William S. Greene, Jr.

SERVICES OFFERED: Package shows for radio and television.

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Phone, Franklin 5025. President, Charles L. Collette; Vice-Pres., Chester C. Woolridge; Secretary-Treasury, E. C. Upton; Chicago Representative, Ann Drobena.
SERVICES OFFERED: Promotion of Bill Eddy television gadgets and tools. Service organization to the television industry.

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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.

United Radio Shows
(United Press)
220 East 42nd St., New York, N. Y.
Phone, MUrray Hill 2-0400. Manager, C. Edmonds Allen.
SERVICES OFFERED: Production for radio of news service, news scripts, news research and package news shows.

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.
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Owen Vinson & Co.
360 N. Michigan Ave., Chicago 1, Ill.
Phone, Central 6769. Producer-Director, Owen Vinson; Writers, Pauline Hopkins, Louis Scofield. SERVICES OFFERED: Production of package shows and custom-built programs.

Videor Productions
(Div. of Video and Sound Enterprises)
P. O. Box 413, Philadelphia 5, Pa.
Phone, HA 6446. General Manager, Franklin O. Pease; A. E. Smith. BRANCH OFFICE: 709 Fidelity Bldg., Kansas City, Mo. SERVICES OFFERED: Radio and television program production—script services.

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.

Chick Vincent & Company
509 Madison Avenue, New York, N. Y.
Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Casting Director, Natalie Ortof; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers.

Tom Wallace Radio Productions
366 Madison Ave., New York, N. Y.
Phone, MUrray Hill 2-2636. Owner, Tom Wallace. SERVICES OFFERED: Package radio shows.

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General Manager, Ed. J. Weber. SERVICES OFFERED: General managers of “Can You Top This?”

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908 No. Western Ave., Hollywood 27, Calif. Phone, HOLlywood 6506. Owner, Lou R. Winston; Assistant Manager, Miss R. Baxter. SERVICES OFFERED: FM producers, transcribed feature open end productions. Leased for broadcasting to stations, individual shows, a group of shows, or the complete catalogue.

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RAY-TELE SAYS “NO SUCH THING”! Bring your tougher-than-usual production problems to Ray-Tele for a commonsense, workable solution. Years of experience in writing, directing, producing and casting radio shows has given us the “know-how” in the field which can be one of your greatest assets. We are prepared to assist you with the solutions to problems arising from your own shows or to offer you a selection of ready-made shows of an exceptional caliber.
Four participating shows—two in Chicago and two soon to be heard in New York. Two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. These are all live shows, most of which can be readily converted to syndicated transcription series. They all are either proved successes or have the elements that make for greatness.
Come in or call Ray-Tele at any time for guidance or help in all matter pertaining to radio or television.

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604 Fifth Avenue, New York 20, N. Y.

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; Eastern Sales Manager, George DePue; Sales Promotion Manager, Wesley Edson; Chief Engineer, Charles Lauda, Jr. 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.

Frederic W. Ziv Co.
2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. President, Frederic W. Ziv; Vice-President, William Ziv; Vice-President, John L. Sinn; Secretary, M. R. Ziv. BRANCH OFFICE: 501 Madison Ave., New York, N. Y. Phone, PLaza 3-9612. Vice-President, John L. Sinn. SERVICES OFFERED: Live talent and transcribed programs.

MYRON DUTTON
Producer-Writer
ART FOR ADVERTISING

Hap Hadley

165 West 46th St.
N.Y.C.
Bryant 9-4153-4
1) Speed . . . Service fast as flight
2) Fidelity . . . Perfect Reproduction
3) Laurels . . . Patronage by Particular People Proves Columbia's Leadership.

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Columbia Recording Corporation • A Service Of The Columbia Broadcasting System
New York . . . 799 Seventh Ave., Circle 5-7300 • Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134
Transcription Companies

Advertisers Recording Service, Inc.
113 West 57th St., New York, N. Y. Phone, Circle 6-0141. (For detailed information see listing under Program Producers).

Allied Record Mfg. Co.

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.

All-Canada Radio Facilities Limited

American Royal Productions

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 Music Publishers, Inc.
25 West 45th St., New York, N. Y. Phone, BRyant 9-0845. President, C. M. Finney. SERVICES OFFERED: Transcriptions, library, production, recording processing and pressing; both lateral and vertical, script (Muzak).

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.

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 HEmpstead 1753. (For detailed information see listing under Radio, Television, FM Producers.)
NBC Thesaurus
FOR 10 YEARS
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NBC Thesaurus after ten years still is . . . and will continue to be . . . “The Treasure House of Recorded Programs.” Small wonder when you consider NBC’s pride in perfection . . . its vast modern technical facilities . . . its skilled directors. For further evidence take a look at the outstanding artists listed here. And there are many, many more!

NBC Thesaurus offers . . . in addition to radio’s best and largest selection of great recorded musical shows . . . unequalled service to station program directors and sales managers. For example:

Basic Library—of more than 4000 selections . . . every type of music for effective programming . . . recorded NBC Orthacoustic.

Variety of Artists and Music in the 52 or more individual selections supplied each month . . . continuous flow of new and interesting music.

Long-term programming with THE-SAURUS is easy because there are enough selections by every performer to run a continuous schedule of each featured artist.

Sound effects and production aids for locally produced shows—more than 370 individual cuts.

Publicity material furnished to each subscriber . . . program portfolios, sales manual, publicity releases, photos of artists and other selling ammunition.

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Throughout 1945, NBC Thesaurus will be adding new artists, new music, new types of programs—all designed to give THESAURUS subscribers a program service that is exclusively theirs—with advantages and features not obtainable from any other source. If you are considering a new library of transcribed music, be sure you have all the facts about America’s No. 1 Musical Program Service—NBC THE-SAURUS.
Bost Records Co.
29 West 57th St., New York 19, N. Y.
Phone, FLa 3-8676. (For detailed information see listing under Radio, Television, FM Producers.)

Richard Bradley & Associates
20 North Wacker Drive, Chicago 6, Ill.
Phone, Randolph 3549. (For detailed information see listing under Radio, Television, FM Producers.)

Continental Engineering Co.
3860 N. Port Washington Ave., Milwaukee 13, Wis.
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.

Christensen Radio Services
306 S. Wabash Ave., Chicago, Ill.
Phone, Webster 7795. (For detailed information see listing under Program Producers.)

Columbia Recording Corporation
(A Subsidiary of the Columbia Broadcasting System)
799 Seventh Ave., New York, N. Y.
Phone, Circle 5-7300. President, Edward Wallerstein; General Manager, Transcription Department, Robert J. Clarkson; Advertising Manager, Alex Steinweiss. 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.

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 under Radio, Television, FM Producers.)

Decca Records, Inc.
50 West 57th St., New York, N. Y.
Phone, COLUMbus 5-2300. President, Jack Kapp; Executive Vice-President, E. F. Stevens, Jr.; Manager Transcription Division, Edward Strauss. BRANCH OFFICES: Boston, Buffalo, Richmond, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, Minneapolis, Charlotte, Newark, Jacksonville, Oklahoma City, Houston, Atlanta, Memphis, New Orleans, Dallas, Pittsburgh, Washington, Los Angeles, San Francisco, Seattle, Hartford, Brooklyn, Milwaukee, Denver, San Antonio, Birmingham. SERVICES OFFERED: Custom-built electrical transcription records. Owners of WORLD BROADCASTING SYSTEM, INC., transcription services, 711 Fifth Ave., New York 22, N. Y.

Disco Recording Co., Inc.
334 Arcade Bldg., St. Louis 1, Mo.
Phone, Chestnut 5937. President, Harry V. Cheshire; Chief Engineer, Gordon Sherman; General Manager, Bob Reichenbach. SERVICES OFFERED: Production of programs and commercial announcements, studio recordings, portable recordings, off-the-line and off-the-air recordings, audition records, phonograph records.

Don Lee Productions
5515 Melrose Ave., Los Angeles, Calif.
Phone, Hollywood 8111. (For detailed information see listing under Radio, Television, FM Producers.)
...but YOU are a good customer, too
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MUZAK today is producing three times as many transcriptions as before the war...with specially heavy government orders for the Armed Forces and war agencies.

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Through this trying period of war-orders and war-shortages, there has been no deviation in the quality of our Vertical Cut and Lateral Cut transcriptions.

And in 1945, we hope to be able to continue our original standards of service: the fastest transcription service in the world.

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Walter P. Downs
Dominion Square Bldg., Montreal, Que. Phone, Marquette 6363. (For detailed information see listing under Radio, Television, FM Producers.)

Eccles Disc Recordings, Inc.
6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 8351. (For detailed information see listing under Radio, Television, FM Producers.)

Electro-Vox Recording Studios

Empire Broadcasting Corporation
480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. (For detailed information see listing under Radio, Television, FM Producers.)

Essex Broadcasters, Inc.
3300 Union Guardian Bldg., Detroit 26, Mich. Phone, Cadillac 7200. Manager-Director, J. E. Campeau; Engineer, Robert Henderson. SERVICES OFFERED: Transcriptions.

Exclusive Radio Features Ltd.
14 McCaul St., Toronto 2B, Ont., Canada. Phone, ADElaide 5112. (For detailed information see listing under Radio, Television, FM Producers.)

Carl Fischer, Inc. Recording Studio
119 West 57th St., New York 19, N. Y. Phone, Circle 7-2965. Manager, Max Rittershausen; Studio Director, Fred Herbert-Oettgen; Chief Engineer, George Lewin; Asst. Recorder, Frank J. Brooks. SERVICES OFFERED: Transcriptions, off-the-air and studio recording, master recordings, dubs, processing and pressing, studio facilities for location recording.

Frankay & Jackson
48 West 48th St., New York, N. Y. Phone, LONGacre 5-0242. President, Harry Jackson; Vice-President, Frank Fay. SERVICES OFFERED: Transcription, off-the-air recordings, pressings, rehearsals, all studio facilities.

Federal Transcribed Programs, Inc.
101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order; off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

General Broadcasting System
Rockefeller Bldg., Cleveland 13, Ohio. Phone, Prospect 4900. (For detailed information see listing under Radio, Television, FM Producers.)

Harry S. Goodman Radio Productions
19 East 53rd St., New York, N. Y. Phone, Wickersham 2-3338-9. (For detailed information see listing under Radio, Television, FM Producers.)

Donald C. Hallenbeck
562 Broadway, Albany, N. Y. Phone, 3-7724. Owner, Donald C. Hallenbeck; SERVICES OFFERED: Studio recordings, transcriptions, off-the-air recordings.

William F. Holland Agency
Hotel Sinton, Cincinnati, Ohio. Phone, MAIN 3450. (For detailed information see listing under Program Producers.)

George Heid Productions
132 Seventh St., Pittsburgh, Pa. Phone, GRant 3696. (For detailed information see listing under Radio, Television, FM Producers.)

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston 16, Mass. Phone, Devonshire 7357. (For detailed information see listing under Radio, Television, FM Producers.)

KMTR Recording Studios
(Recording Division—KMTR)
1000 Cahuenga Blvd., Hollywood 38, Calif. Phone, Hillside 1181. Gen. Mgr., K. O. Tinkham; Recording Manager, Lyman M. Smith; Recording Engineer, Rex D. Kepple; Asst. Recording Engineer, Karl Bonawitz, Jr. SERVICES OFFERED: Complete recording and transcription service including masters and pressings, studio recordings, two mobile units operating on self-contained D.C. current as well as exterior A.C.
**Kermit-Raymond Corporation**  
14 East 52nd St., New York, N. Y.  
Phone, ELdorado 5-5511. (For detailed information see listing under Radio, Television, FM Producers.)

**Keystone Broadcasting System, Inc.**  
580 Fifth Avenue  
New York, N. Y.  
Phone, LOngacre 3-2221

**Officers & Directors**
- President: Michael M. Sillerman
- Vice-President: Arthur Wolf
- Vice-President: William Wolf
- Secretary-Treasurer: Sidney J. Wolf
- 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

**Account Executive**: Albert F. Dykes

Account Executive ....... Noel Rhys  
134 North La Salle St.  
Chicago, Ill.  
Phone, State 4590

Secretary-Treasurer ....... Sidney J. Wolfe  
Accountant ............ Elizabeth M. Mueller

Western Sales Manager . Naylor Rogers  
6331 Hollywood Blvd.  
Hollywood, Calif.  
Phone, Hempstead 5338

Program Director ...... Elaine N. Gonda  
Account Executive ...... 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

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**Transcriptions**

A select list of the finest in transcribed programs:

**THE SHADOW**  
**SMILIN’ ED McCONNELL**  
**LIFE OF MARY SOTHERN**  
and 14 other features. All High Hooper Rated

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**CHARLES MICHELSOn**  
Pioneer Program Producers Since 1934  
Murray Hill 2-3376  
67 West 44th St., New York 18, N. Y.

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722
markets intensively, in a single transac-
tion, by means of electrical transcription. 
The System offers its facilities in block 
market time periods from one hour down 
to five minutes, and also makes available 
announcement periods down to twenty-
five word length.

**Major Records Company**
1600 Broadway, New York, N. Y.
Phone, Circle 6-4675 and 4676. President, 
Thomas J. Valentino; Secretary, Elsie F. 
Valentino. SERVICES OFFERED: Sound-
effect record library.

**McDonald Recording & 
Engineering Service**
415 N. Harper St., Los Angeles, Calif.
Phone, Wyoming 0302. Manager, Cliff-
ford C. McDonald; Engineer, M. Hamil-
ton Collins. SERVICES OFFERED: 
Recording, transcriptions, air-checks, r-
spacing studios.

**C. P. MacGregor**
729 S. Western Ave., Hollywood, Calif.
Phone, Fitzroy 4191. (For detailed in-
formation see listing under Radio, Tele-
vision, FM Producers.)

**Mercury Recording Studios**
232 E. Erie St., Chicago, Ill. Phone, 
DElaware 4786. Owner, Jack Brinkley; 
Studio Manager, Maxine M. Brinkley. 
SERVICES OFFERED: Making of tran-
scriptions for other producers and agen-
cies. Also, have a new line of open-end 
syndicated programs for sale to stations.

**Charles Michelson Radio 
Transcriptions**
67 West 44th St., New York, N. Y.
Phone, MURray Hill 2-3376. (For de-
tailed information see listing under Ra-
dio, Television, FM Producers.)

**Mid-West Transcriptions, Inc.**
4835 Minnetonka Blvd., St. Louis Park, 
Minn. Phone, Walnut 9131. President, 
H. D. Field; Manager-Recording Engi-
nee, K. L. Seuker. SERVICES OF-
FERED: Custom-built programs, com-
plete transcription service, programs, 
scripts, talent, production.

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**THE ULTIMATE IN 
SOUND EFFECTS**

Distributed by

**THOMAS J. VALENTINO, INC.**
1600 BROADWAY, NEW YORK 19, N. Y.
**Muzak Corporation**
151 West 46th St., New York 19, N. Y.
Phone, BRyant 9-1246. (For detailed information see listing under Radio, Television, FM Producers.)

**NBC Radio-Recording Division**
30 Rockefeller Plaza, Radio City, New York 20, N. Y.

SERVICES OFFERED: NBC Thesaurus Program Library, custom-built programs, simultaneous recordings of network and studio programs, recording service for advertisers and agencies, syndicated recorded programs, reference or audition recordings, NBC Orthacoustic transcriptions.

**National Radio Features**
100 State Street, Albany 7, N. Y.
Phone, 4-8226, 2-7854. General Manager, Allen I. Stock. SERVICES OFFERED: Special promotions and campaigns for radio stations, "using specially produced and written radio shows, and constructed ideas for selling time to merchants, industrial and professional business firms, who ordinarily never use radio, or buy time from their immediate station."

**Eugene P. O'Fallon, Inc.**
Albany Hotel, Denver 2, Colo. Phone, Keystone 0178. Manager, Gene O'Fallon; Director, Frank Bishop. SERVICES OFFERED: Lateral transcriptions.

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HOLLYWOOD — CALIFORNIA

Electrical Transcriptions

1041 North Las Palmas Ave.
Hollywood 5107
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.

Peterson Radio Productions
1457 Broadway, New York 18, N. Y. Phone, Wisconsin 7-0069. (For detailed information see listing under Radio, Television, FM Producers.)

Ralph L. Power

Premier Radio Enterprises, Inc.
3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. (For detailed information see listing under Radio, Television, FM Producers.)

George Logan Price, Inc.
946 South Normandie Ave., Los Angeles 6, Calif. Phone, Federal 7372. (For detailed information see listing under Radio, Television, FM Producers.)

Radio Recorders

Radio Recording Studios
1244 Carmen Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings, portable recordings.

Radio Features of America
37 West 46th St., New York 19, N. Y. Phone, BRyant 9-9622. (For detailed information see listing under Program Producers.)

RCA-Victor Division, Radio Corporation of America

Rec-Art Studios
1203 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings and air check.

RAY-TELE AND THE PACKAGED SHOW:

READY now—today. A baker’s dozen of live and transcribed shows of every type and description. All available in packaged form. All shows of proven merit, worthy of the best sponsors and certain of a wide listenership. Among these shows are: two half-hour dramatic shows; one half-hour variety show; two half-hour quiz shows; two daytime serials. Also four big participating shows, one of which is already a smashing success in Chicago. Two of these participating shows will soon be aired in New York and deserve your immediate attention as the number of sponsors will, of necessity, be limited. Ray-Tele will build complete shows around your product or develop a show to satisfy your particular needs. We have everything necessary for the production of the precise show you have in mind—our facilities are at your disposal at all times and for any purpose.

RAY-TELE • BR. 9-5365
604 Fifth Avenue, New York 20, N. Y.
Reeves Sound Studios, Inc.
1600 Broadway, New York, N. Y. Phone, Circle 6-6866. President, Hazard E. Reeves; Chief Engineer, Lyman J. Wiggin; Studio Manager, Chester L. Stewart; Production Engineers, Richard Vorisek, Ralph Epstein, W. R. Hicks, C. Wall. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, location recording, film synchronizing, complete film recording services.

Robinson Recording Laboratories
35 S. Ninth St., Philadelphia, Pa. Phone, Walnut 6800. (For detailed information see listing under Program Producers).

Rockhill Radio, Inc.
18 East 50th St., New York, N. Y. Phone, ELdorado 5-1860. (For detailed information see listing under Radio, Television, FM Producers.)

Roth Berdun School of Stage & Radio
4464 Cass Ave., Detroit 1, Mich. Phone, Temple 1-2552. Manager, Miss Ethel Miller; Director of voice and recording teachers, James C. Young. SERVICES OFFERED: Commercial recordings: vocal, instrumental and speech; air checks. No radio transcriptions made.

G. Schirmer, Inc.
3 East 43rd St., New York, N. Y. Phone, MUrrey Hill 2-8100. President, Gustave Schirmer; Secretary, Helen Fitzpatrick; Chief Recording Engineer, R. V. Hyndman; Recording Engineer, Hugh Gunther; Accompanist-Coach, Ruth Baldwin. SERVICES OFFERED: Transcriptions, spot announcements, audition recording, off-the-air and studio transcriptions, processing, commercial records, recording.

Sellers, Inc.
912 Commerce St., Dallas, Texas. Phone, C-5978. (For detailed information see listing under Program Producers).

Service Programs
535 Fifth Ave., New York 17, N. Y. Phone, MUrrey Hill 6-3489. (For detailed information see listing under Program Producers).

Harry Smith Recordings
2 West 46th St., New York, N. Y. Phone, MEdallion 3-2996. Owner-Recording Engineer, Harry Smith; Manager, Robert E. Scheuing. SERVICES OFFERED: Transcription, air checks, off-the-air and studio recordings, commercial records and portable recording facilities.

Sound Recording Service
76 Brookwood Rd., Rochester 10, N. Y. Phone, Culver 5548. Manager, George S. Driscoll. SERVICES OFFERED: Broadcast and audition recordings and transcriptions, air-checks.

Sound Studios, Incorporated
1124 Vermont Ave., Washington, D. C. Phone, Republic 1984. (For detailed information see listing under Radio, Television, FM Producers.)

Standard Radio

Studio & Artists Recorders
6107 Sunset Blvd., Hollywood, Calif. Phone, Hillside 8241. General Manager, Mack Finston; Engineer, Jerry Hayman; Assistant Manager, Iva W. Case. SERVICES OFFERED: Studio recordings, air-checks, line-checks, transcriptions.
L. S. Toogood Recording Co.
(Also Known as Chicago Recording Co.)
Chicago Recording Co.
221 N. La Salle St., Chicago, Ill. Phone, CEntral 5275. President, L. S. Toogood; Secretary, Jane Fogelsanger. SERVICES OFFERED: Manufacture of electrical transcriptions.

Tel-A-Recordings, Inc.

Transcribed Radio Show
2 West 47th St., New York, N. Y. Phone, LONGacre 5-3440. (For detailed information see listing under Radio, Television, FM Producers.)

United Broadcasting Co.
201 North Wells St., Chicago, Ill. Phone, Andover 1685. Director, William L. Klein; Commercial Manager, Egmont Sonderling; Chief Engineer, Matthew Hoffman. SERVICES OFFERED: Transcriptions, studio program production, off-the-air and off-the-line recordings, spot announcement service, mobile recordings.

Universal Recording Co., Inc.
1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. Office Manager, Vera Mailet; Recording Manager, R. M. Baruch. SERVICES OFFERED: Transcriptions; off-the-air and off-the-line recordings; master and studio recordings; audition records.

Thomas J. Valentino, Inc.
1600 Broadway, New York 19, N. Y. Phone, CIRCLE 6-4675. (For detailed information see listing under Radio, Television, FM Producers.)

Webber Radio Programs
401 Shops Bldg., Des Moines, Ia. Phone, Des Moines 2-0225, 2-0226. Owner-Manager, George W. Webber. SERVICES OFFERED: Transcriptions and production service.

Wiederhold Recording Studios
1941 Richmond Drive, Louisville 5, Ky. Phone, Highland 1567. George Wiederhold, Manager. SERVICES OFFERED: Recording service, off-the-air program production, talent booking, vocal and speech instruction for radio.

Lou Winston: Radio Producers of Hollywood
908 North Western Ave., Hollywood 27, Calif. Phone, Hollywood 6606. (For detailed information see listing under Radio, Television, FM Producers.)

World Broadcasting System, Inc.
(Subsidiary of Decca Records, Inc.)
711 Fifth Ave., New York 22, N. Y. Phone, WICKershame 2-2100. (For detailed information see listing under Radio, Television, FM Producers.)

Transstudio Corp.
473 Virginia St., Buffalo, N. Y. Phone, Cleveland 1160. (For detailed information see listing under Program Producers.)

United Transcribed System
14 McCaul St., Toronto, Ont., Canada. Phone, Adelaide 5112. President, John H. Part. SERVICES OFFERED: Transcriptions, phonograph records, scripts, production.

Frederic W. Ziv, Inc.
2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. (For detailed information see listing under Program Producers.)
Associated Music Publishers, Inc.
25 West 45th St., New York, N. Y. Phone, BRYant 9-0845. Transcriptions. (For detailed information see listing under Radio, Television & FM Producers.)

G. C. Bird & Associates

Feature Bureau
152 West 42nd St., New York, N. Y. Phone, WISconsin 7-9715. Managing Editor, Bert Nevins; Editor, Marion Cahn; Assistant Editor, Nan Brown; Head of Script Dept., Jean Block. SERVICES OFFERED: We provide monthly scripts to women's radio programs . . . offer promotions and give-aways such as recipe and fashion booklets all exclusive to one women's program in a territory.

Kasper-Gordon Studios, Inc.
140 Boylston St., Boston 15, Mass. Phone DEVonshire 7357. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

Kermit-Raymond Corporation
14 East 52nd St., New York, N. Y. Phone, ELDorado 5-5511. Script and transcription. (For detailed information see listing under Program Producers.)

Lang-Worth Feature Programs, Inc.
Steinway Bldg., 113 W. 57th St. Phone, Circle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Syndicated transcribed program; for regional and local advertisers. Producers of Lang-Worth Planned Program Service, a library of music in transcription form.

Charles Michelson
67 West 44th St., New York, N. Y. Phone, MURray Hill 2-3376. Script and transcription. (For detailed information see listing under Radio, Television & FM Producers.) Program Producers.

C. P. MacGregor
729 S. Western Ave., Hollywood, Calif. Phone, FITzroy 4191. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)

NBC Radio-Recording
Radio City, New York, N. Y. Phone, Circle 7-3600. Transcription. (For detailed information see listing under Program Producers.)

George Logan Price, Inc.
946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Script. (For detailed information see listing under Radio, Television & FM Producers.)

Radio Writers Laboratory
RWL Scripts Building, Lancaster, Pa. Phone, Lancaster 2-1387. Director, M. S. Miller; Script Editor, Scott Clark; Special Features, Clark Addams. SERVICES OFFERED: Script library. Dramatic scripts; prepared commercial copy service; special features.

The Script Library
535 Fifth Ave., New York 17, N. Y. Phone, MURray Hill 6-3487. Station Contact, Martin Lawrence. SERVICES OFFERED: Script.

Standard Radio
6404 Hollywood Blvd., Hollywood, Cal. Phone, Hillside 0188. (For detailed information see listing under Radio, Television & FM Producers.)

Frederic W. Ziv, Inc.
2436 Reading Road, Cincinnati, Ohio. Phone, University 6124. Transcription. (For detailed information see listing under Radio, Television & FM Producers.)
THE American Society of Composers, Authors and Publishers, the leading performing right society in the United States, is an unincorporated, non-profit, voluntary association. The Society, which is the oldest American performing right society, has a total membership of 1,629 writers and 218 publishers; during the past year more than 39 writers and 15 publishers have become active members.

ASCAP has continued to cooperate with the war effort to the fullest extent of its ability. The ASCAP scripts, which have been so successfully used by more than 600 of the 929 licensed radio stations, have been definitely slanted to emphasize civilian participation in war activities.

Our script department was utilized during the United States Treasury Department's Sixth War Bond drive, when we prepared eight 15-minute broadcasts. These programs were transcribed, and featured not only some of the music from the Society's tremendous repertoire, but also some at-the-front interviews with our service men on Guam, Saipan, and many other theatres of operation. The transcriptions were used by radio stations throughout the entire country.

With the launching of the Liberty Ship Ethelbert Nevin, sponsored by Local 802 of the American Federation of Musicians, the ASCAP board of directors voted to purchase a complete library for the use of the ship's crew.

It is significant that the majority of leading ASCAP songwriters have been tremendously active not only within the organization, but on their own in bringing entertainment to wounded service men in various military hospitals. Through the cooperation of its membership, the Society has furnished entire units for service men's shows at the National Press Club at Washington, D. C.

Last March, ASCAP, in collaboration with the American Theatre Wing Music War Committee, sponsored a concert in tribute to its member, the late Larry Hart. The proceeds from this concert, as well as the proceeds from the concert given last January in conjunction with the Los Angeles Times, were donated to the Armed Forces Master Records, Inc. Some of the money from the Larry Hart concert has been used to establish a "contemporary music" room in the New York Public Library System.

In the field of industrial music ASCAP, in close cooperation with production officials of the war effort, has issued licenses for its entire repertoire in industrial plants for the nominal fee of $1 per year for the duration.
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THANK YOU, CRITICS... for voting "HOLIDAY FOR STRINGS" the musical composition of 1944...

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*By CLINTON M. FINNEY*  
President

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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.
Tin Pan Alley Publications
Tompkins, Clarence F.
Tompkins, Clarence & Cuff, Paul
Trans-America Music Publishers
Transatlantic Music Company
Transradio Music, Inc.
Treasure Chest Publications
20th Century Music Publishers
Tyrone Publications
U. S. and International Music Pub.
U. S. Music, Inc.
United Music, Inc.
University Music Co.
Urban Publications
Valentine Music Publications
Valiant Music Company
Van Brunt Publishing Company
Vance Music Company
Vanguard Songs
Variety Music Company
Vee Bee Music Co.
Vernon Music Publishers
Victor Publishing Company, Inc.
Victory Music Company
Wabash Music Company
Wade, Franklin, Publications
Walden, Orville Co.
Waldorf Music Company
Warner Studio
Washburn, Rozella T.
Waters Music Publishing Co.
Webster Music Company
Wemar Music Corporation
Wesjay Music Corp.
West Coast Music Publishers
West Phila. Music Centre
Westmore Music Corp.
Westmount Music, Inc.
White Way Music Company
Whitney, F. E., Publications
Williams & Williams
Willis-Woodward Music Co.
Wilson Publishing Co.
Winters, Leo., Inc.
Witro Music Publishing Co.
Wizell, Murray Music Company
Woodland Music Company
Woods Music Co.
World Wide American Classics
Worldwide Music Publishers
Wright Publishing Company
Wrightman, Neale
Zaboy-Landino Music Company
Zoeller Music Company

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ESAC celebrates its fifteenth anniversary as a leading performance rights organization in 1945.

In the years in back of us, we take pride in the growth of our organization and particularly in the confidence in which we are held by the entire radio industry. With practically every one of the 900 odd stations enjoying long term agreements with us, we are facing 1945 and the years to come with but one resolve uppermost in our plans: To Be Of Service.

To carry out this watchword of our organization we pledge:

1. Our station relations staff will continue to visit every radio station in the country during the year and assist station executives with their operational problems and music requirements.

2. To augment and pass on to the stations proven sales plans. This work made available by our station relations staff without cost was inaugurated last year and met with the thanks of many operators.

3. To continually improve the service features of our Program Service Department. In addition to helping stations with their programming problems, its main accomplishment of the past year was its preparation and publication of the SESAC PROGRAM BUILDER. This 160 page volume was sent to every station executive in America and met with enthusiastic and unstinted praise and commendation.

4. The past year saw the inauguration and the production of SESAC transcriptions. These transcriptions met with the approval of the many stations throughout the country which purchased them at practically cost. The success of these transcriptions has led us to plan for further developments in this new field.

5. We pledge to continue our liaison work for the United States Treasury in furthering the sale of War Bonds. Since the War started, we have been closely allied with the War Finance Division and our station relations staff, through its voluntary endeavors, has been able to assist the industry with its reports containing constructive suggestions obtained from the stations throughout the country and reporting on the outstanding War Bond programs.

SESAC's vast repertory of music from the catalogs of more than 100 publishers covers the full gamut of the art, from standard tunes to hillbilly. Our First Service feature to the industry is the simplicity of our system of licensing. There is no complicated bookkeeping entailed, no copyright clearance headaches, extra fees, restrictions or making out of troublesome logs.

We want to continue to merit our position and enjoy the industry's confidence in the future as in the past, hence—SESAC is at Your Service.
Accordion Music Publishing Co.; New York

including:

Deiro, Pietro

Albright Music Company (See National Music Company, Inc.)

Alford, Harry L.; Chicago

Alkire Publications, Eddie; Easton, Pa.

Altschuler, J. (See "P.W.P.")

Arct, M.; Warsaw

Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)

Augsburg Publishing House, Minneapolis, Minn.

Avalon Music Publishing Co. (See Stirling Music Publishing Co.)

Barnes, A. S., and Company, Inc.; New York

Barnhouse Company, C. L.; Oskaloosa, Ia.

Barwicki, K. T. (See "P.W.P.")

Beirly Company (See Chart Music Publishing House, Inc.)


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 & Eyrvice

Dean & Franklin

Dean & Hensley

Dean & Morgan

Dean & Sebren

Deiro, Pietro (See Accordion Music Publishing Co.)

Denison & Company, T. S.; Chicago

Di Bella, O.; New York

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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)

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including:

Rudnicki, Walery

"W.J.R."

Rzepecki, J.

Editions "Olympia" (See "P.W.P.")

Edition Pro Arte (See "P.W.P.")

Eulenburg, Ltd.; Ernst; London

Fairbank Company, H. W. (See National Music Co., Inc.)

Fermata (See Ediciones Internacionales Fermata)

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Firm Foundation Publishing House; Austin, Tex.

including:

Trio Music Co.

Gebethner & Wolff; Warsaw

Georgi & Vitak Music Co. (See Vitakensik Co.)

Gilbert Music Company (See McLaughlin & Reilly Co.)

Gornston, David; New York

Gospel Music Publications (See Hathaway Franklin Earl)
Grabczewski, F.; Warsaw

Haberer-Helasco, Hermann; Madrid-Lisbon
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Solenstra Publications
Hall Music Co., The; Maryville, Tenn.
Hall & McCreary Co.; Chicago
Hanson, E. Eddy (See National Music Company, Inc.)
including:
Harmonie Publications and Rondo Publications
Hart's Music Company (See National Music Co., Inc.)
Hartford Music Co., The; Hot Springs, Ark.
Hathaway, Franklin Earl, Music Publisher; Chicago
including:
Gospel Music Publications
Helasco (See Haberer-Helasco)
Henson Music Publisher, J. M.; Atlanta, Ga.
including:
Morris-Henson Music Co.
Southern Music Plate Co.
Hoffman Company, Raymond A.; Chicago
Holbrooke, Josef (See Modern Music Library)
Huffer, Fred K. (See Chart Music Publishing House, Inc.)

Jastrzab (See Edition “Jastrzab”)
Jewell Music Co., Fred; Worthington, Ind.

Kanner Music Publishing Co. (See Top Music Publishers, Inc.)
Keene, Inc., Hank; South Coventry, Conn.
Kelman Music Corp.; New York
Kjos Music Co., Neil A.; Chicago
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Max and Beatrice Krone
Kracthus, 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.)
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Liturgical Music Press, Inc.; New York
McLaughlin & Reilly Co.; Boston
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Liturgical Music Company
Catholic Music Co.

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Berge Music Company
John Singenberger
Otto Singenberger
Gilbert Music Company
Modern Music Library, Josef Holbrooke; London
Mora, Jose; Barcelona (compositions as per list issued)
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Music Press, Inc.; New York
Music Products Corporation (See Pallma Music Products)
National Music Co.; Fort Worth, Texas
National Music Co., Inc.; Chicago
including:
Albright Music Company
Broadcast Music Publishers (See E. Eddy Hanson)
Capitol Music Co.
Fairbank Company, H. W.
Hart's Music Company
Popular Music Publications
Select Music Company
Standard Music Co. (See Eddie Hanson)
Standard Songs (See Eddie Hanson)
Windsor Music Company
also including compositions taken over from:
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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 Wspolczesnej; Warsaw (See “P.W.P.”)
Popular Music Publications (See National Music Co., Inc.)
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  A. O. Thomas
  J. W. Ferril

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including:
  Central Music Co.
  Ramsey & Parker (See Firm Foundation Publishing House)

Revival Music Company, The; Searcy
including:
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Rodoch (See Ediciones Rodoch)
Rodriguez (See Ediciones Rodoch)
Rondo Publications (See Harmonia Edition)
Rudnicki, Walery (See Edition “Jastrzab”)
Rzepecki (See Edition “Jastrzab”)

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  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
Solumstra (See Heberer-Helasco)
Southern Music Plate Co. (See Henson Music Publisher, J. M.)
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  Stamps-Baxter Music Company

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  Avalon Music Publishing Co.

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Thomas, J. E.
Thomas, A. O.
(See Quartet Music Company)
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including:
  Kauner 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
(compositions as per list issued)
Urgelles, J.; Barcelona (compositions as per list issued)
Urmeneta (See Ediciones A. Urmeneta)

Vaughan, James D.; Lawrenceburg, Tenn.
Vitak-Elsnic Co.; Chicago
including:
  Georgi and Vitak Music Co.

Walls, W. M. (See Revival Music Company)
Warde, Harry (See Chart Music Publishing House, Inc.)
Warner, F. Eugene (See Chart Music Publishing House, Inc.)
Warsawski Towarzystwo Muzykæwne (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” Zwiazku Autorow, Kampozytowrow I Wydawcow; Warsaw (Authors, Composers and Publishers Association of Poland) (See “P.W.P.”)
Zalewski, B. J.; Chicago
EDDIE BRACKEN

To Radio Editors Everywhere...
Thanks for Everything

THE EDDIE BRACKEN STORY
NBC—Sundays
BEHIND

The

MIKE

*

WORK OF

Artists
Vocalists
Orchestra Leaders
News Commentators
Radio Directors Guild
Directors-Producers
Radio Writers
Sports Commentators
Announcers
Home Economic Directors

FOR..... 1944
PENNY SINGLETON and ARTHUR LAKE
"BLONDIE"
CBS
Radio Artists

— their work during 1944 —

ABBOTT, BUD
NBC, Abbott and Costello.

ACE, GOODMAN
CBS, Easy Aces.

ACE, JANE
CBS, Easy Aces.

ADAMS, INGE
Treasury Hour, Ethel Barrymore, Radio Guild, Light of the World.

ADAMS, WYTHE
Young Widder Brown, Great Plays, School of the Air.

ALBA, ALNEY
The Cumps, Al Pearse Show, The Goldbergs, John’s Other Wife.

ALEXANDER, A.
MBS, Mediation Board.

ALLEN, BARBARA JO
(Vera Vague)
CBS, President Show.

ALLEN, CHARLIE
David Harum, Buck Private, Women of Courage, Kate Smith Hour.

ALLEN, DAYTON
Stare Door Canteen, Cavalcade, Salute to Youth, Philip Morris Playhouse.

ALLEN, FRED
CBS, Texaco Star Theatre.

ALLEN, GRACIE
CBS, Swan Soap Show.

ALLEN, JULIE B.

ALLEN, MARYAN RANDOLPH
Radio Guild, Women of Courage, Young Dr. Malone, Strange As It Seems.

ALLEN, VERA
Young Wicker Brown, Aunt Jenny, Rudy Vallee Hour, Al Jolson Show.

ALENBY, PEGGIE
David Harum, Young Dr. Malone, Second Husband, Life Can Be Beautiful, Adventures of a Modern Mother.

ALIKI
Big Sister, Portia Faces Life, Report to the Nation.

ALGOOD, SARA
CBS, Burns & Allen Show.

ALLMAN, ELVIA
NBC, Abbott & Costello.

AMECHE, JIM
What’s New?, Hollywood Open House, Here’s To Romance.

AMECHE, DON
What’s New?, Chase & Sonborne.

AMOS, NANCY
KPH, Wichita, Kans.

AMOURY, DINSY
Ellery Queen, Special Broadcasts from Nassau, Bahamas.

ANDERSON, BARBARA
Read of Life, Guiding Light, Lonely Woman, Bachelor’s Children.

ANDERSON, MARJORIE
The Shadow, Bright Horizon.

ANDERSON, EDDIE
(Rochester)
NBC, Jack Benny Show.

ANTHONY, JOHN J.
MBS, Goodwill Hour.

ANGUS, DR. WM.
CKWS, Kingston, Can.

ARCHER, JOHN
KeiL., The Shadow.

ARCHER, OSCEOLA
NBC, WEVD, WHR.

ARNOLD, BETTY
CBS, NBC, Ma Perkins.

ARQUETTE, CLIFF
Blue Star of Glamour Manor.

ARTHUR, JACK
NBC, CBS, When a Girl Marries, Gay ’90s.

ARTIST, MICHAEL
CBS Workshop, School of the Air, Let’s Pretend, Cresta Blanca Carnival.

ASCOT, RITA
CBS, NBC, Ma Perkins, WGN.

ASHMORE, JEAN
Death Valley Days, March of Time, Truth or Consequences, Big Sister.

AUDLEY, ELENA
Easy Aces, Joe & Mabel, The Goldbergs.

AUERBACH, ARTIE
NBC, Abbott & Costello, Star Playhouse.

AVERS, JACKIE
Aunt Jenny, March of Time, Easy Aces, Cresta Blanca Carnival, Let’s Pretend, Salute to Youth.

BALL, GEORGE
WGGR, Goldsboro, Junior Jamboree.

BALLARD, FRANCIS
WLS, Roiomoko, Va.

BARCLAY, JOHN
WGN, Chicago.

BARLOW, VIVIAN

BARNES, AMANDA
WIT, Charlotte, N. C, Just Home Folks.

BARNES, JEANNE
WIT, Charlotte, N. C, Just Home Folks.

BARNES, PAUL
WGN, Human Adventure.

BARNES, RIDGE
WIT, Charlotte, N. C, Just Home Folks.

BARRETT, TONY
Mollie Mystery, Report to the Nation, We, The People, Famous Jury Trials, Portia Faces Life, Armstrong Theatre, Kate Smith Hour, Big Town, Pepper Young’s Family, Man Behind the Gun, Woman of America.

BARRIER, ERGAR
NBC, The Saint.

BARRIE, BERNARD
WSYR, Syracuse, N. Y.

BARROWS, RICHARD
Kate Smith Hour, Aldrich Family, March of Time, Ellery Queen.

BARRYMORE, LIONEL
CBS, Mayor of the Town.

BASHEIN, NANCY
Kate Smith Hour, Our Barn, Second Husband.

BATES, JEANNE
NBC, Opportunity.

BAUER, CHARLOTTE
RKO Playhouse, Second Husband, Cavalcade of America.

BAUERSMITH, PAULA
Julia Ramsey, CBS Workshop, Big Sister.

BATES, BARBARA
WOW, Omaha, Neb.

BAXTER, BEATRICE
In Between, Child Heroes, Headlines in Action.

BEACH, BILL
March of Time, Aldrich Family, Kitty Foyle.

BEASLEY, IRENE
CBS, “Neighbors.”

749
JACK CARSON

Management
M.C.A.

MARY MARGARET McBRIDE
"Columnist of the Air"
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<tr>
<th>Artist Name</th>
<th>Program(s)</th>
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<td>BIRCH, JOSELYN</td>
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<td>BISHOP, KATHERINE</td>
<td>Lincoln Highway, Kate Hopkins, When a Girl Marries.</td>
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<td>BLACKBURN, ARLINE</td>
<td>Grand Central Station, Lincoln Highway, Lux Radio Theatre.</td>
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<td>BLACKBURN, JOYCE</td>
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<td>BLAINE, JULIUS J.</td>
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<td>BLANC, MEL</td>
<td>NBC, Judy Canova, Jack Benny, Abbott &amp; Costello, CBS, Burns &amp; Allen, Jack Carson, Blue, Ice Box Follies.</td>
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<td>BLANC, SHIRLEY</td>
<td>Finders Keepers, True Story, Road of Life.</td>
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<td>BLOCK, MARTIN</td>
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<td>BLONDELL, GLORIA</td>
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<td>BLATH, ANN</td>
<td>Coast to Coast, Our Barn, Dr. Christian.</td>
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<td>BOBURN, BARBARA</td>
<td>Dramatic Shows Michigan Stations.</td>
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<td>BOGUE, MERYN</td>
<td>Ish Kabbibble-, Kay Kyer's College of Musical Knowledge.</td>
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<td>BOLES, ATHENA LORDE</td>
<td>Kate Smith Hour, Words at War, Young Widder Brown, Grantland Rice, Adventure Ahead.</td>
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<tr>
<td>BOLES, JIM</td>
<td>Ellery Queen, Fanny Hurst, Big Sister, Kate Smith Hour, Terry and The Pirates, Arthur Hopkins Presents, Death Valley Days, Mollie Mystery, Girl Back Home, March of Time.</td>
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<td>BONDHILL, GERTRUDE</td>
<td>CBS, Bachelor's Children.</td>
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<td>DONNEL, SAM</td>
<td>March of Time, Joe &amp; Ethel Turp, Murder Clinic.</td>
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<td>BOULTON, MILO</td>
<td>We, The People.</td>
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<td>BOYAR, BURTON</td>
<td>Coast to Coast on a Bus.</td>
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<td>BRACA, ELLA</td>
<td>Uncle Sam Series, Lux Theatre, Screen Guild Theatre, Dr. Christian.</td>
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<td>BRACKEN, EDDIE</td>
<td>NBC, The Eddie Bracken Story.</td>
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<td>BRADLEY, JOE</td>
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<td>BRADLEY, TRUMAN</td>
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<td>BRADY, FRED</td>
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<td>Woman of Courage, Easy Aces, Helen Hayes, The Goldbergs.</td>
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<td>BRANT, BILL</td>
<td>KDKA, Pittsburgh, Pa.</td>
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<td>BRENSMANN, MARK</td>
<td>CBS, Sunny Side of the Street.</td>
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<td>BRENNAN, FRANK</td>
<td>CHNS, Halifax, Can.</td>
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<td>BREWSTER, JOHN</td>
<td>Woman of Courage, Stella Dallas, Kate Smith Hour, CBS Workshop.</td>
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<tr>
<td>BRICK, FANNY</td>
<td>CBS, Toasties Time, NBC, Maxwell House Coffee Time.</td>
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<td>BRISBANE, YVONNE</td>
<td>WCB, Columbus, Miss.</td>
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<td>BRITT, JUANITA</td>
<td>WLB, Bowling Green, Ky.</td>
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<td>BROADLEY, EDWARD</td>
<td>Campbell's Soup, Columbia Workshop, Lux Radio Theatre.</td>
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<td>BROCK, ALAN</td>
<td>WMC-MBS, Joyce Jordan, Salute to Youth, It Might Have Been You.</td>
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<tr>
<td>BRODY, STEWART</td>
<td>(Steve) Victory Hour, Armstrong Theatre, Land of the Free.</td>
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<td>BROWN, HELEN</td>
<td>Chase &amp; Sanborn, Biz Town, Maxwell House.</td>
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<tr>
<td>BROWN, JEFE</td>
<td>Stage Door Canteen, The Goldbergs, Blue Playhouse.</td>
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<td>BROWN, JOE E.</td>
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<td>BROWNING, ETHEL</td>
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<td>BRUCE, BARBARA</td>
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<td>BRUCE, EDWIN</td>
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<td>BRUCE, NIGEL</td>
<td>KJH, Sherlock Holmes.</td>
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<td>BRYAN, BETTY</td>
<td>KCV, Redding, Calif.</td>
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<td>BRYAN, JOAN</td>
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<td>BUCKLEY, FLOYD</td>
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<td>BUEHLER, BUDDY</td>
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ALAN YOUNG

Selected by the Radio Editors of the U. S. and Canada as "The Most Promising Star of Tomorrow" . . .

"ALAN YOUNG SHOW"

Tuesday, 8:30 p.m.

WJZ-Blue Network

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Frank Cooper

521 Fifth Ave. New York City

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"PEOPLE ARE FUNNY"
NBC—Friday, 9:30. E.W.T.
for Raleigh Cigarettes

"C.G. HOUSE PARTY"
CBS—Mon. thru Fri., 4:00 E.W.T.
for General Electric Company

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Walter Guedel
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Jack Stanley
John Murray
Eleanor Brockhoff
Gertrude Borne
Connie Maffie
Charlotte Tinsley
Bob Dwan
Leon Fry
Marion McWilliams

for

JOHN GUEDEL
RADIO PRODUCTIONS
HOLLYWOOD
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<td><strong>Burrbridge, WM.</strong></td>
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<td><strong>Burges, Haile</strong></td>
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<td><strong>Burke, Billie</strong></td>
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<td><strong>Burns, Margaret</strong></td>
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<td><strong>Burns, Bob</strong></td>
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<td><strong>Curley, Lee</strong></td>
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</table>
JACK HALEY

"SEALTEST VILLAGE STORE"

N.B.C. — EVERY THURSDAY
### RADIO ARTISTS

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
<th>Station</th>
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<tr>
<td>CURTIN, JOSEPH</td>
<td>Second Husband, Al Jolson, True Story, Mr. and Mrs. North.</td>
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<tr>
<td>CURTIS, CLAIRE E.</td>
<td>Salute to Allies, Freedom's Workshop.</td>
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<td>DAAB, KEN</td>
<td>NBC, Westinghouse.</td>
<td>WCAU-WTMJ, KDKA, KEX-KGW.</td>
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<td>DARNEY, AUGUSTA</td>
<td>WGN, KPO, KGO.</td>
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<td>DA COSTA, MORTON</td>
<td>WCAU-WTMJ, School of the Air.</td>
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<td>DALEY, CASS</td>
<td>Kraft Music Hall, Sammy Kaye Program.</td>
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<td>DANBRIDGE, RUBY</td>
<td>Amos 'N Andy, Hoagy Carmichael, Judy Canova, Lux Theatre, Silver Theatre.</td>
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<td>DANIELS, MARK</td>
<td>KEX-KGW.</td>
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<td>DART, VELMA</td>
<td>KDKA, Pittsburgh, Pa.</td>
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<tr>
<td>DARWIN, MARY</td>
<td>Manhattan Mother, Big Town, We, the Abbot.</td>
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<td>DAVE, RED RIVER</td>
<td>WOR.</td>
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<tr>
<td>DAVIDSON, BILL</td>
<td>KECA, Memories in Melody.</td>
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<td>DAVIES, GWEN</td>
<td>CBS, Blue, Blimp Date, Let's Pretend.</td>
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<td>DAVIES, DIX</td>
<td>Lux Theatre, I Love a Mystery, One Man's Family.</td>
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<td>DAVIES, BOY</td>
<td>NBC, A Date with Judy.</td>
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<td>Portia Faces Life, David Harum.</td>
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<td>DAVIS, JACK</td>
<td>Gangbusters, Helen Hayes. Just Plain Bill.</td>
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<td>DAVIS, JOAN</td>
<td>Frank Morgan Show, Seultest Village Store.</td>
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<td>DAW, BENDER</td>
<td>One Man's Family.</td>
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<td>DAY, DENNIS</td>
<td>Grape-Nuts Flakes.</td>
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<td>DAY, NORMA</td>
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<td>DEANE, VIRGINIA</td>
<td>March of Time, Alice Blair, Manhattan at Midnight.</td>
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<td>Dr. Christian.</td>
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<td>De LEON, RAOUl</td>
<td>March of Time, This Is War, Cavalcade.</td>
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<td>DePOLENZKA, BARONESS</td>
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<td>March of Time, Gangbusters, Kate Smith.</td>
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<td>DESOURDY, L.</td>
<td>CKRC, Winnipeg, Manitoba, Can.</td>
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<td>KOIL, Omaha, Neb.</td>
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<td>DICKSON, ARTELS</td>
<td>School of the Air, CBS Workshop.</td>
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<td>DILLON, JANE</td>
<td>WORIC, The Story Club.</td>
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<td>DONSON, JIMMY</td>
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<td>DONALD, PETER</td>
<td>Guess Who? Can You Top This?</td>
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<td>Life Can Be Beautiful, Against the Storm.</td>
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<td>Hearts in Harmony, Second Husband, Aldrich Family, Philip Morris Playhouse.</td>
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<td>Dr. Christian, Our Barn, Coast to Coast on a Bus.</td>
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<td>Cavalcade of America, David Harum, March of Time, CBS Workshop.</td>
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<td>Three Musketeers, School of the Air, Friend in Need, Grand Central Station, The Black Castle, MGM Screen-Test.</td>
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<td>DOUGLAS, JACK</td>
<td>What's New?</td>
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<td>DOUGLAS, SCOTT</td>
<td>Gangbusters, Counter Spy, Aldrich Family, Crime Doctor.</td>
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<td>DOWNEY, MORTON</td>
<td>Songs by Morton Downey.</td>
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<td>DREICHER, MAURICE</td>
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<td>Cavalcade of America, Kathleen Norris, Lux Theatre,</td>
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<td>Lux Theatre, Woodbury Playhouse.</td>
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<td>EAST, ED &amp; POLLY</td>
<td>Ladies Be Seated, Fun and Folly with Ed and Polly.</td>
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<td>EASTMAN, CARL</td>
<td>Helen Hayes, Kate Smith, Mr. District Attorney.</td>
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<td>ELMER, ARTHUR</td>
<td>It Pups to be Ignorant, Hall of Fame, Basin St.</td>
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<td>ELPETH, ERIC</td>
<td>Biz Sister, Crime Doctor, Grand Central Station.</td>
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<td>ELSTER, ANNE</td>
<td>Stella Dallas.</td>
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<td>EMERY, ROY</td>
<td>Rainbow House.</td>
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AGNES MOOREHEAD

BOB BURNS
### Radio Artists

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<th>Name</th>
<th>Program Details</th>
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<tr>
<td>Emory, Carl</td>
<td>Light of the World, Terry &amp; the Pirates</td>
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<td>Emery, Dorothy</td>
<td>Little Grey Lady, Our Real Riches, Philip Morris Playhouse</td>
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<td>Emery, Katherine</td>
<td>Our Gal Sunday, Manhattan at Midnight, Listen America</td>
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<tr>
<td>Erickson, Louise</td>
<td>Great Gildersleeve, Date with Judy</td>
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<td>Eustis, Elizabeth</td>
<td>March of Time, Camel Show, Big Sister</td>
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<td>Evans, George</td>
<td>WGN, Joplin, Mo.</td>
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<td>Evely, Judith</td>
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<td>David Barum, Valiant Lady</td>
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<td>Fenwick, Ellen</td>
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<td>Fields, Gracie</td>
<td>Blue, Gracie Fields Show</td>
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<td>Fillbrandt, Laurette</td>
<td>WGN, McGinnis &amp; Teale</td>
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<td>Fisher, Helen</td>
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<td>Fitch, Louise</td>
<td>That Brewster Boy, Road of Life, Guiding Light</td>
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<td>Flynn, Charles</td>
<td>Jack Armstrong, Bachelor's Children</td>
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<td>Forbes, Don</td>
<td>Richfield Reporter, Bob Burns, Vox Pop, Sinatra Show, Spot-light Bands, Comedy Theatre</td>
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<td>Ma Perkins, Mary Martin, Guiding Light</td>
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<td>Ford, Helen</td>
<td>Paul Whiteman, Ipana, Music Hall of Fame, Rudy Valleau</td>
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<td>Can You Top This?</td>
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<td>Ford, Paul</td>
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<td>Forrest, William</td>
<td>Uncle Natchez, Report to the Nation</td>
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<td>Fountainaires (quartet)</td>
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<td>Big Sister, The Shadow, Philip Morris, Mr. and Mrs. North</td>
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<tr>
<td>Gaines, Reuben</td>
<td>MBS, Music Depreciation</td>
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### AL Pearce — in —

**"Here Comes Elmer"**

*Sponsored By TUMS*  
— Thru —  
**Roche, Williams and Cleary, Inc.**

CBS  
SATURDAY EVENINGS  
10:15-10:45 P.M., E.W.T.
GEORGE and GRACIE

The Swan Soap Show

Monday Night
8:30 CBS
(EWT)

THE FITZGERALDS...WJZ

Edward • Peggeen
GARDE, BETTY
BLUE, CBS, NBC, Ethel Barrymore Show.

GARDINER, REGINALD
Guest appearance.

GARDNER, ED (Archie)
NBC, Duffy's Tavern.

GARY, ARTHUR

GATES, RUTH
Mr. Keen, We, The Abbots, Rudy Vallee, Pepper Young's Family.

GAXTON, WM.
Chase & Sanborn Hour.

GAYNOR, JANET
CBS, Hollywood Showcase.

GREEN, WILL
CBS Workshop, School of the Air, Aunt Jenny, Grand Central Station.
May I express my sincere thanks to the directors and agencies for thinking of me when casting their shows. I am grateful to them, not only for calling me so often, but for giving me the opportunity of playing so varied a number of parts. Once again many thanks.

Sincerely,

Tony Barrett
LEXington 2-1100

Jim Boles
Leading Man

Athena Lorde Boles
Comedienne

LE. 2-1100
<table>
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<td>NBC, Those We Love</td>
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<td>WOR, For Parents Only.</td>
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<td>HALEY, JACK</td>
<td>NBC, Seavest Village Store</td>
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<td>HANES, BOB</td>
<td>WGY, Schenectady, N. Y.</td>
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<td>HARE, WILL</td>
<td>They Burned the Books, Salute to Youth, March of Time, True Story.</td>
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<td>HARRIS, MURIEL</td>
<td>W9X, WSM, Nashville, Tenn.</td>
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<td>HATHAWAY, JOY</td>
<td>Amanda, March of Time.</td>
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<td>HAYES, GABBY</td>
<td>Blue, Andrew Sisters</td>
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<td>HAYES, DICK</td>
<td>NBC, Everything for the Boys</td>
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<tr>
<td>HAYWARD, HELEN</td>
<td>We the Abbots, Meet Mr. Meck, Manhattan at Midnight.</td>
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<td>HENDRICKSON, ROD</td>
<td>Gangbusters, Mollie Mystery, Mr. &amp; Mrs. North, Information Please.</td>
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<td>HERBERT, WILMERS</td>
<td>WGN, Manhattan at Midnight.</td>
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<td>HERMAN, GEORGE</td>
<td>The Goldbergs, Radio Guild, Valiant Lady.</td>
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<td>HERN, ARTHUR</td>
<td>WGN, Human Adventure, Freedom of Opportunity.</td>
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<td>HERSHFIELD, HARRY</td>
<td>Can You Top This.</td>
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<td>HILL, RUTH K.</td>
<td>Helen Mencken, Treasury Hour, Irene Rich, Silver Theatre.</td>
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<tr>
<td>HILLIARD, HARRIET</td>
<td>Red Skelton Show, Adv. of Harriet &amp; Ozzie.</td>
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<td>HIRST, DON</td>
<td>Silver Theatre, Calling All Cars, Adv. of Frank Farrell,</td>
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<tr>
<td>HENNY, WINFIELD</td>
<td>Mystery Man, Kitty Kelly, The Shadow.</td>
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<td>HOFER, TOM</td>
<td>The World Is Yours, Mystery Man, School of the Air, Kathleen Norris.</td>
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<td>HOLLAND, ANNE</td>
<td>Arch Oboler Play's, 26 by Corwin, Grand Central Station, Report to the Nation.</td>
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<td>HOLLAND, JOSEPH</td>
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<td>Renfrew of the Mounted, Joe &amp; Ethel Torp.</td>
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<tr>
<td>HOLT, VIVIAN</td>
<td>CBS, Suspense, I Was There, This Is My Story.</td>
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</tbody>
</table>

**HILDA NILSSON**

(Age 7)

Lux Show
Burns and Allen
Cavalcade of America
This Is My Best
Chase & Sanborn
Arch Oboler
Salute to the Treasury (Henry Morgenthau)

---

761
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MBS, Hooky Hall.

HOPE, BOB
NBC, PepsiColent Hour.

HOPKINS, BARRY

HOPPER, HEDDA
CBS, Hollywood Showcase.

HORTON, EDWARD EVERETT
Blue Ribbon Town.

HOWARD, EUNICE
Pepper Young's Family, American Family Robinson, Fred Allen Show, Kathleen Norris.

HOWARD, JOE E.
CBS, Gay Nineties Revue.

HOWARD, TOM
It Pays to Be Ignorant.

HOWES, MARY

HUBERD, IRENE
Claudia, Helpmates, Amanda, Our Gal Sunday.

HUBSHER, IRMA

HUGHES, HAROLD
KOLL, Omaha, Neb.

HULL, WARREN
CBS, Vox Pop.

HULICK, BUDD
Hook N Ladder Follies.

HUNDEINGER, KENA
Surprise Party, Sunrise Serenade, Drama Time.

INGLISE, ELIZABETH
Manhattan at Midnight, We the People, Reader's Digest, Blind Date.

INTRATOR, ILSE
Dedicated to the Truth, Our Secret World.

IRELAND, JOHN
Native Son, Ave Maria Hour.

KARRIBLE, ISH
(Mervyn Bogue)
NBC, Ray Kyser Show.

IVES, RAYMOND, JR.
Adv. of a Modern Mother, John's Other Wife, Lone Journey.

JAMES, IRMA
Road of Life, Helen Trent, Five Star Final.

JANIS, ELSIE
California Carry On.

JANNEY, LEON
Chick Carter, Boy Detective.

JARVIS, AL
NBC, CBS.

JEPHSON, EDWARD

JEWELL, ISABEL
Newsmakers, Press Club, I Love a Mystery.

JOHNSON, JIM

JOHNSON, PARKS
CBS, Vox Pop.

JOHNSON, RAYMOND EDWARD
CBS, Inner Sanctum.

JOHNSTONE, BILL
KOLL, Omaha, Neb.

JORDAN, JIM
NBC, Fibber McGee & Molly.

JORDAN, MARIAN
NBC, McGee & Molly.

JORY, VICTOR
CBS, Dangerously Yours.

JOSTYN, JAY
NBC, Mr. District Attorney.

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HOLLYWOOD (46), CALIF.
JOYCE, BARBARA
Famous Jury Trials, Bright Horizon, Ave Maria Hour.

JOYCE, REGIS
Ellery Queen, When a Girl Marries, Grand Central Station.

— K —

KADEL, CARLTON
In Time to Come, Red Ryder.

KAHN, ANNA
Commandos, Philip Morris Playhouse, Superman.

KAY, BEATRICE
NBC, Gaslight Gayeties.

KAYE, MILTON
BLUE.

KAYE, VIRGINIA
Chaplain Jim, Treasury Star Parade, Manhattan at Midnight.

KEANE, CHARLOTTE
Lorenzo Jones, My True Story, Men Machines, Victory.

KEANE, TERESA (Teri)
Aldrich Family, David Harum.

KEARNS, JOSEPH
CBS, Suspense, Ozzie & Harriet; NBC, Judy Canova, Rudy Vallee, Jack Benny, Amos 'n Andy, Sherlock Holmes.

KEATH, DONNA
Judy & Jane, Ma Perkins, Helen Trent, CBS Workshop.

KEATING, LARRY

KEEFER, DON
Blondie, Just Plain Bill, NBC Television, Marco Polo.

KEENE, WILLIAM
That They Might Live, Radio Reader's Digest, Counter Spy.

KEITH, MAXINE
From Me to You, 7 to 17 Club, Musical Contrasts.

KEITH, RICHARD K.
Bright Horizon, Mary Marlin, Aldrich Family.

KELK, JACKIE
Aldrich Family, Rosemary, Superman.

KELSO, BILL
Bill Kelso Record Session.

KEMBLE, DIANA
Alan Young Show.

KENT, BOB
KFH, Wichita, Kans.; Phantom Theatre, Parlor Playhouse.

KEMMAN, DAVID
Stare Door Canteen, Dick Tracy, Hall of Fame.

KETZEL, PITTI
NBC.

KILPACK, BENNET
Mr. Keen, Young Widder Brown, Linda's First Love.

KING, JEAN
Death Valley Days.

KING, JOHN REED
WOH, Double or Nothing.

KIPP, EMILY
Manhattan at Midnight, Kate Smith, We Love and Learn, Bright Horizon, Screen Test, Weird Circle, Eddie Cantor.

KIRKLAND, ALEX
Helen Hayes, Big Sister, School of the Air.

KIRKLAND, MURIEL
Kate Smith, Rudy Vallee, Lux Theatre, Central City.

KIRKWOOD, JACK
CBS, Jack Kirkwood Show.

KITTTELL, CLYDE
Mary Foster, American Family Robinson, Lowell Thomas.

KNIGHT, ETHEL BLUME
Easy Aces, Aldrich Family, Joyce Jordon.

KOHL, ARTHUR
Mary Marlin, Right to Happiness, Ma Perkins.

KROMAN, DAVID
WGY.

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Inner Sanctum, Helen Trent, Famous Jury Trials, Strange Dr. Weird, Thin Man, Armstrong Theatre, Grand Central Station, Mollie Mystery, Mysterious Traveler.

LAUCK, CHET (Lum)
BLUE, Lum 'n' Abner.

LAURIE, JOE, JR.
Can You Top This?, Guess Who?

LAWRENCE, CATHY
Pepper Young's Family, Helen's Home, Road of Life.

LAWRENCE, GERTRUDE
Revlon Revue.

LAYNE, ZELLA
I Want a Divorce, Hawthorne House, Dr. Kate.

LAZAR, WILLIAM

LEAF, ANN
Woman of Courage, Amanda, Lorenzo Jones.

LE DOUX, LEON
Blondie.

LEE, MADELINE
Report to the Nation, CBS Workshop, Bright Horizon.

LEEDS, DAVID
You're in the Army Now, On Your Job, Aldrich Family.

LE GRAND, DICK
The Great Gildersleeve.

LEHR, ELMER

LEIGH, SYLVIA
March of Time, Aldrich Family, We the People, Manhattan at Midnight.

LEMEKE, IRMA
WGY, Schenectady, N. Y.

LENROW, BERNARD
Fred Allen, Kate Smith, Ripley, Easy Aces.

LEON, PAUL
Star Theatre, Kate Smith, Campbell Playhouse.

LEONARD, GENE
Gangbusters, Ellery Queen, Second Husband.

LEONARD, LILLIAN
Gay Nineties Revue, CBS.

LEON, DANNY
Aldrich Family, Superman, Pepper Young's Family.

LESKER, JERRY
Gangbusters, Rudy Vallee, Mr. District Attorney.

LESTER, BILL
KOY, Phoenix, Arizona; Victory Playhouse.

LETHIN, ANITA
WMBI, Chicago, Ill.

LEVERTON, BUCK
WFIR, Wisconsin Rapids, Wise.

LEWIS, ABBY
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LEWIS, TOM
WHO, Des Moines, Iowa.
LIEBEN, MELVA
KOIL, Omaha, Neb.

LINKLETTER, ART
NBC, People Are Funny, CBS, G. E. House Party.

LINDSLEY, BILL
KDKA, Pittsburgh, Pa.
LIVINGSTONE, MARY
Grape Nuts Flakes, Jack Benny Show.
LLOYD, HAROLD
NBC, Comedy Theatre.

LOVELESS, WENDELL P.
WMML, Chicago, Ill.
LOWE, MARYLIN
Cavalcade, Helen Hayes, Big Town.
LOWERY, FRED
Horace Heidt's Treasure Chest.
LUBIN, LOU
NBC, Amos 'n Andy.
LUDDY, BARBARA
MBN, First Nighter.
LUPINO, IDA
NBC, CBS.
LYNN, ROBERT
Showboat, Five Star Final, Gangbusters.
LYTEL, WILFRED
Just Plain Bill, Editor's Daughter, Dan Wilson.

— M —

MACK, GILBERT
The Thin Man. Arch Oboler's Plays, Lights Out, Kate Smith, Inner Sanctum, Grand Central Station, True Detective Mysteries, Bulldog Drummond, We the People.

MACK, EDWARD
KDKA, Pittsburgh, Pa.

MACK, GILBERT
Twilight Zone, Lincoln Highway, Death Valley Days, Mary Marlin, Counter Spy.

MACK, EDWARD
KELD, El Dorado, Ark.; Peter Pan Players.

MACDONALD, FLORETTA
KBAC, Los Angeles, Calif., Musical Scrapbook, America Calling.

MACDONOUGH, SARAH
KELD, El Dorado, Ark.; Peter Pan Players.

MACDONOUGH, SARAH
WFHR, Wisconsin Rapids, Wis.

MACLACHLAN, EDWARD
KDKA, Pittsburgh, Pa.

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MAEDA, MARGARET
NBC.

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McCOMB, KATE
Heart of Julia Blake, Kate Smith, Cavalcade of America.

MCCONNELL, LUZ
It Pays to Be Ignorant.

MCDOUGAL, DON
Sally, WGY.

MAHAR, ELLEN
Lorenzo Jones, Amanda, Hearts in Harmony.

MAHER, WALLY
KHF, Michael Shaue Series.

MAIER, DR. WALTER A.
MBS, Lutheran Hour.

MALLOW, TED
Between the Book-ends, History Is Fun, Blue Network, Overseas Correspondent.

MANSFIELD, MARYELYN
CBS, Jack Kirkwood.

MANSON, CHARLOTTE
Miss Hattie, Helen Trent, Keeping Up With the World, Nick Carter, Counter-Spy.

MCCONNELL, LULU
It Pays to Be Ignorant.

McDOUGAL, DON
Sally, WGY.

MAEVA, HARRY
It Pays to Be Ignorant.

McKEE, DON
Blue, Breakfast Club.

MCCUNE, MARY
Blue, The Man Called X.

MCLEAN, DON
It Pays to Be Ignorant.

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'Mr. & Mrs. North' NBC
'Grant Cummings'
'Second Husband' CBS

ED BEGLEY
Title Role "Charlie Chan" WJZ
"Chas. Daniels", in 'Big Sister' CBS
"Daniel Burke" in 'Mary Marlin' CBS

JACKIE KELK
"Homer"
MENDL, SIR CHARLES
One Man’s Family, Press Club,
Lux Theatre.

MENKEN, SHEPARD
Lincoln Highway, Grantland
Rice Sport Stories.

MERCER, JOHNNY
Johnny Mercer’s Music Shop.

MERCEDITH, JAY
Salute to Youth, Chaplain Jim,
This Life Is Mine, Parker
Family.

MICHAEL, MARY
Bright Horizon, Lux Theatre,
Great Plays, Stella Dallas,
MIGUELINA, RIERA
WPAB, Ponce, Puerto Rico.

MILES, OGDEN
David Harum, Stella Dallas,
Front Page Farrell.

MILLER, MARVIN
Coronet Story Teller.

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CHNS, Halifax, Nova Scotia.

MILO, HENRY
WINS.

MINNICK, MAURICE
Gangbusters, Goldbergs, Portia
Faces Life.

MITCHELL, SHIRLEY
Fibber McGee & Molly, Bob
Crosby, Groucho Marx.

MONKS, JAMES
Campbell Playhouse, The
Shadow, Big Sister.

MONTGOMERY, RALPH
KOIL.

MOORE, CARL
CBS, Coffee Club.

MOORE, GARRY
Durante-Moore Show.

MOORE, SCOTT
Easy Aces, John’s Other Wife.

MOORE, VICTOR
Chase & Sanborn.

MOOREHEAD, AGNES
Orson Welles, Jack Carson
Show, Mayor of the Town.

MORELAND, MANTON
Bob Burns.

MORGAN, RAY
Dr. Susan, Valiant Lady,
Americans at Work.

MORRIS, CHESTER
Boston Blackie.

MORTON, PHYLLIS
WCAE.

MOUNTON, HAROLD
Lights Out, School of the Air.

MUELLER, MARVIN
Helen Trent, First Nighter.

MUNSON, ONA
Open House, Ona Munson in
Hollywood.

MURDOCH, KERMIT
School of the Air, Great
Plays, World Is Yours.

MURRAY, KEN
Which Is Which?

MURRAY, MILDRED
Kate Smith, Elsa Maxwell
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& Personalities.

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NEVARD, BUDDY
American Theatre Wing, Lunch Hour Follies.
NEVILLE, HARRY
When a Girl Marries, Radio Guild.
NIDAY, KATHLEEN
Mr. District Attorney, Death Valley Days, Just Plain Bill.
NELSON, FRANCIS
March of Time, Murder Clinic, Ave Maria Hour.
NILES, DEN
Judy Canova Show.

NILES, WENDELL
Wendell & Prindle Show.

NILSSON, NORMA
Lux Theatre, Burns & Allen, Cavalcade, This Is My Best, Chase & Sanborn, Arch Obey-
er, Salute to the Treasury.

NOA, JULIAN
Superman, School of the Air, We the People.
NOLAN, JEANETTE
BLUE, Man Called X.
NOLLEY, EDMONIA
Helen Hayes, David Harum, Friend Indeed.
NUGENT, PAUL
Death Valley Days, Manhattan at Midnight, Easy Aces.

O'BRIEN-MOORE, ERIN
Rudy Vallee, John's Other Wife, Hammerstein's Music Hall.
O'DAY, MICHAEL J., JR.
Big Sister.

O'DETS, FLORENCE
Friend Indeed, Lux Theatre, Hedda Hopper's Hollywood.
O'HARA, THOMAS G.
ROB Breakfast Party.
OLDHAM, LYNN MARY
Aunt Jenny, Big Sister, We, the People.
OLIVER, SHERLING
Helen Hayes, Valiant Lady, Man I Married.

OLMSTEAD, NELSON
World's Greatest Stories.
OKL, WILLIAM
O'SHEA, MICHAEL
NBC, Gaslight Gaeties.
O'SHEA, PATSY
Mary Martin, Invisible Theatre, Bright Horizon.

PAGL, GALE
NBC, Star Playhouse.
PALMER, EILEEN
Man Hunter Mysteries.
PARKER, WARREN
Easy Aces, Kitty Kelly, Hit Parade.
PARKS, PAUL
Little Orphan Annie, Lorenzo Jones, Stella Dallas.
PATTERSON, NEVA
Bachelor's Children, Ma Perkins, Betty Crocker.
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Here Comes Elmer.

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REED, TUBE  
Good Club Cheer, Fitch Band Wagon, Don't You Believe It.  

REED, VERNON E.  
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REES, TAYLOR  
Helen Trent, Road of Life.  

REICH, IRENE  
Dear John.  

RICHARDS, KURT  
March of Time, My Daughter Betty, Renfrew of the Mounted.  

RICHARD, DON  
Jack Kirkwood Show.  

RIEHL, DONALD  
KDKA, Pittsburgh, Pa.  

RIGGS, TOMMY  
Tommy Rigs & Betty Lou.  

RILEY, GEORGE  
Furlough Fun.  

ROBBINS, JANE  
Gangbusters, Mr. District Attorney, Philip Morris.  

ROBERTS, KENNETH  
Joyce Jordan, General Electric, Easy Aces.  

ROBERTSON, ARNOLD  
Human Adventure.  

ROBINSON, BARTLETT  
Woman of Courage, Boy Meets Band, Helen's Home.  

ROBINSON, FLORENCE  
Duffy's Tavern.  

ROBINSON, LARRY  
Woman of Courage, Philip Morris, Helen Hayes.  

ROBINSON, LELAND REX  
Let's Face the Issue.  

ROGERS, ROC  
Ellery Queen, Mr. & Mrs. North, Mollie Mystery Theatre, Valiant Lady, Cisco Kid, Light of the World, Gangbusters; We, the People; March of Time.  

ROGERS, ROY  
MBS, Roy Rogers Show.  

ROOS, JOANNA  
Famous Jury Trials, Strange as it Seems, Joyce Jordan.  

ROSOKOVSKAYA, MIRA  
Goldbergs.  

ROSS, EARLE  
Great Glidersleeve.  

ROSS, NORMA JEAN  
That Brewster Boy.  

ROTH, BEA  
Marlowe's Gate, Once a Week, Paula Stone Program.  

ROUVEROL, JEAN  
One Man's Family.  

ROY, CECIL  
Goldbergs, Amanda, March of Time.  

ROYCE, SELENA  
Kate Hopkins, Woman of Courage, Strange as it Seems.  

ROZAN, GERTA  
Report to the Nation, Counter Spy, Famous Jury Trials.  

RUDICH, NATHAN  
WNYC, New York, N. Y.  

RUFFNER, TINY  
The Better Half.  

RYAN, EDDIE JR.  
Aunt Jenny, Orson Welles, Kit-ty Kelly.
ST. JOHN, HOWARD
Valiant Lady, Chase & Salmon, Rudy Vallee.
SAN, BARBARA
Philip Morris, Men in Action.
SANDO, FLORENCE
KDKA.
SANFORD, FLORENCE
WGY.
SARGENT, NANNETTE
Human Adventure.
SARRICA, MARIANA
On Stage Everybody.
SASADA, NORMA
Young Widder Brown, Linda's First Love, Chaplain Brown.
SAUNDERS, BILL
WSLS, Roanoke, Va.
SAVOY, HARRY
Kate Smith Show, Harry Savoy Show.
SCOTT, DOLORETHA
KDKA.
SCOTT, MELLA
Women & Actor
SCOTT, SEDNA
Big Sister, True Story, Kitty Kelly.
SCOURBY, ALEXANDER
Against the Storm, Wheatena Playhouse, Joyce Jordan.
SCULLY, FRANCES
Speaking of Glamour.
SCUDDELL, AMY
Death Valley Days, Easy Aces, Kate Smith.
SEDDON, GERRI
MBS.
SEIBOLD, EVALYN
American Woman's Jury.
SEYBATTIUS, RAY
WSYR.
SEYAL, ANDRE
CKOV, Quebec, Que. Can.
SEYMOUR, JOHN D.
Mary Marlin, Superman.
SHANKLAND, RICHARD
WGN.
SHARPE, VIRGINIA
KOIL.
SHAYNE, ROBERT
Grand Central Station, Portia Faces Life, Young Dr. Malone.
SHEEHAN, TESS
Woman of Courage, Young Dr. Malone, Claudia.
SHEFTER, BERT
Piano Playhouse
SHELDON (NED)
Aunt Jenny, Portia Faces Life.
SHEFFELTON, GEORGE
It Pays to be Ignorant.
SHERIDAN, MICHAEL
Lux Radio Theatre, Famous Trials of History.
SHERIN ELO (UKIE)
Kraft Music Hall.
SHERMAN, ELEANOR
Goldbergs, Klenex.
SHERMAN, RANSOM
Big Fat McGee & Molly, Mirth & Madness.
SHIELDS, HELEN
Kathleen Norris, Amanda.
SHIELDS, FRED
American Rhapsody.
SHIPP, MARY
Screen Guild Players. We, the People, Dr. Christian.
SHORE, DINAH
Open House.
SIMMS, GINNY
Johnny Presents Ginny Simms.
SINGER, SUE
WHEB.
SINGLETON, PENNY
CBS, Blondie.
SKAPIK, MARTIN
KDKA.
SKELTON, RED
Raleigh Program.
SKINNER, CORNELIA OTIS
Sinath Shore.
SKULNICK, MENASHA
Goldbergs, Abie's Irish Rose, Aldrich Family.
SMARTER, TOM
This Is P. Dix.
SLOANE, EVERETT
SMITH, FRED
WHK.
SMITH, CORA B.
Philip Morris, Aldrich Family, Joyce Jordan.

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The Four Eton Boys.
SMITH, HOWARD
Aldrich Family, Hit Parade, Kate Smith.

SMITH, KATE
CBS, Kate Smith Show.

SMITH, MARK
Witch’s Tale, Eno Crime Club, Mr. Muck.
SMITH, THOMAS Freeborn MBS.
SNYDER, POLLY Rowles KDKA.
SPRINGER, DOLLY
American Woman’s Jury.

STAFFORD, HANLEY
Toasties Time, Maxwell House.
STAR RADIO TROUPE KGFW.
STARK, CHARLES
Kate Smith, Gabriel Heatter, Frank Singiser.
STARK, RICHARD S.
Hour of Charm, Cavalcade, Life Can Be Beautiful.
STAVISKY, LOTTE
Against the Storm, Great Plays, Radio Guild.

STEHLI, EDGAR.
Mr. Keen, Goldbergs, Easy Aces, Aldrich Family.
STEVENSON, ALLAN
Salute to Youth, Gangbusters, Mary Marlin.
STEWART, BETTY
Chase & Sanborn, Lux Theatre, Manhattan at Midnight.
STEWART, PAUL
March of Time, Easy Aces, CBS Workshop.
STEWART, TOMMY
WSLS.
STONE, ANNE
Bright Horizon, Joyce Jordan, Bulldog Drummond, Aldrich Family.
STONE, SIDNEY
War Information Program, Joe & Ethel Turp.
STRICKLAND, AMZIE
Our Secret World, Dedicated to the Truth.
STRONG, MICHAEL
Bright Horizon, Underground.
STUART, SANDRA
Aunt Jenny, Valiant Lady, Alibi Club.
STUELPNAGLE, RICKY
KVOC, Redding, Cal.
STYLES, HAL
KFWB.
SUBER, RAY
NBC, WGN.
SUMMERS, HOPE

SUTHERLAND, ELIZABETH
Counter-Spy, Amanda, Readers Digest.
SWANEE & NANCY
KGFW.
SYKAN, BILL
American Women’s Jury.

TACHINA, EDITH
Great Plays.
TACKNEY, STANLEY
WEVD, WN X. WWRL.
TANSELL, BERTRAM
Commandos, We Love and Learn, Suspense.
TATE, BETH
Murder Clinic, Aunt Matilda, WOR Playhouse.
TAYLOR, ELIZABETH
KOY, Little Theater.

TAYLOR, REESE
Lone Journey, Mary Martin, Romance of Helen Trent.
TEMPLETON, ALEC
Texaco Star Theater.
TERRY, JOY
Hobby Lobby, Woman In Love, Young Dr. Malone.
TERRY, RENEE
March Of Time, Kate Smith, Henry Aldrich.

TETLEY, WALTER
Great Gildersleeve.
TETZEL, JOAN

"PUBLICITY DAREDEVILS"
by Jessyca Russell

Magazine Digest says: “Press agents who concoct the dynamite that explodes into personalities... only one Hollywood radio-publicity firm, Jack Melvin-Al Rackin, can be termed 'stunt creators' at this time.”

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George (Gabby) Hayes
Under Contract to Republic Pictures
“The Andrews Sisters Show”
BLUE Network

780
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<td>Radio Readers Digest, CBS Workshop, Manhattan at Midnight</td>
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Orchestra Leaders and Musical Conductors
— their work during 1944

### A

**ADRIAN, LOUIS**
- NBC, The Saint

**AGNEW, CHARLES**
- MBS

**ALEXANDER, JEFF**
- NBC, Borden's; CBS, Fun With Funk

**ALOMA, HAL**
- MBS

**ANTONINI, ALFRED**
- MBS, Treasure Hour of Song

**ARDEN, VICTOR**
- CBS, American Melody Hour

**ARMSTRONG, ROBERT**
- NBC, Cavalcade of America; Blue, Electric Show

**ARMOUR, WILLIAM**
- CBC, Toronto Calling

**ARMSTRONG, LOUIS**
- MBS

**ARTT, WILLIAM**
- CBS, Blonde

**ASHMAN, EDDY**
- MBS

**AUD, GEORGE**
- CBS, MBS

**AURANDT, RICHARD**
- NBC, A Song Is Born; CBS, Heda Hopper Show

---

### B

**BAKALEINIKOFF, CONSTANTIN**
- Blue, Hollywood Star Time

**BAKER, DON**
- MBS

**BARGY, ROY**
- CBS, Moore-Durante Show

**BARLOW, HOWARD**
- NBC, Voice of Firestone

**BARRON, PAUL**
- CBS, Music That Satisfies

**BARKIN, BLUE**
- MBS

**BARRY, GEORGE**
- MBS

**BASE, COUNT**
- MBS

**RAY, VICTOR**
- CBS, Report to the Nation

**BEECHAM, THOMAS SIR**
- MBS, Cleveland Orchestra

**BELL, FRANK**
- CBS, Coffee Club

**BENNETT, ROBERT RUSSELL**
- MBS, Music for an Hour

**BETHANCOURT, JOSE**
- NBC, Echoes from the Tropics

**BLACK, FRANK DR.**
- NBC, Serenade to America

**BLACKTON, JAY**
- CBS, Johnny Morgan Show

**BLADE, JIMMY**
- NBC, Tin Pan Alley

**BLEYER, ARCHIE**
- NBC

---

### C

**BLOCK, RAY**
- CBS, Crime Doctor; Take It or Leave It, Milton Berle, Here's to Romance

**BLUESTONE, HARRY**
- NBC, I Sustain the Wings

**BROOK, PERRY**
- MBS, Roy Rogers; NBC, Melody Roundup

**BRADLEY, OSCAR**
- CBS, We the People

**BRECKNER, DENNY**
- MBS

**BROWN, MAURICE**
- CBS, New Voices in Song; Let's Pretend

**BRING, LOU**
- Here's to Romance; NBC, What's New

**BRUSILLOFF, NAT**
- MBS, Jery Cooper

---

### CHERNIAVSKY, JOSEF

---

### D

**DANT, CHARLES**
- Blue, Scrampy Amby; NBC, Gaslight Galaxies

**D'ARCY, PHIL**
- MBS, Anita Ellis

**D'ARTEGA**
- KEOA, Los Angeles

**DAVID, RUSSELL**
- NBC

**DAVIES, LEW**
- Blue

**DE CASTILLO**
- CBS, Stars Over Hollywood

**DEUTSCH, EMORY**
- NBC

**DeVOL, FRANK**
- NBC, Rudy Vallee

**DIAMOND, LEW**
- MBS

**DOLAN, ROBERT EMMETT**
- NBC, Dinah Shore Show

**DORSEY, JIMMY**
- MBS

**DORSEY, TOMMY**
- MBS

**DRAGON, CARMEN**
- CBS, Fannie Brice Show; Toasties Time

**DUCHEIN, EDDY**
- U.S. Navy

**DUNHAM, SONNY**
- MBS

**DVONCH, FREDERICK**
- MBS, Steel Horizons; Music of Worship

---

### E

**ELLINGTON, DUKE**
- MBS

---

### F

**FAIRCHILD, EDGAR “COOKIE”**
- NBC, Ginny Simms Show

---

**FAITH, PERCY**
- NBC, Carnation Hour
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GILLETTE, MICKEY
CBS, Al Pearce

GINSBURG, RALPH
MBS, Palmer House Concert

GLUSKIN, LUD
CBS, Suspense

GOBEL, DOLPH
Blue.

GOLDSCHMANN, VLADIMIR
MBS, Cleveland Orchestra

GOODMAN, AL
CBS, Family Hour; Texaco Star Theatre

GOODMAN, BENNY
MBS

GOODSENS, EUGENE
MBS, Cleveland Orchestra

GOULD, MORTON
CBS, Major Bowes

GRAY, GLEN
MBS, Navy Bulletin Board

GUION, KING
MBS, Curt Massey

HAENSCHEN, GUS
CBS, Saturday Night Serenade

HALE, CHARLIE
Blue, Glamour Manor

HAMILTON, GEORGE
MBS

HARRIS, PHIL
NBC, Lucky Strikes

HATCH, WILBUR
CBS, The Whistler; American Rhapsody, Screen Guild

HAWKINS, ERSKINE
MBS

HENDERSON, FLETCHER
NBC, MBS

HERMAN, WOODY
MBS

HERTH, MILT
MBS

HIMBER, RICHARD
CBS, Which Is Which

HOFF, CARL
CBS, Erskine Johnson; NBC, Harold Lloyd Show

HOFFMAN, BILL
Blue, Musical Portraits

HOWARD, EDDY
NBC, Carton of Cheer

HUFFMAN, HERBERT
MBS, Columbus Boy Choir

HUTTON, INA
CBS

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--- J ---

AMES, HARRY
CBS, Danny Kaye Show

JENKINS, GORDON
NBC, Bob Burns; Everything for the Boys

JEROME, HENRY
MBS

JEROME, JERRY
NBC, Finder's Keepers

JOHNS, SPIKE
MBS, Bob Burns

JOY, JIMMY
MBS

--- K ---

KATMIS, MILTON
NBC, Music as You Like It; Music for Tonight; NBC, Concert Orchestra

KATZ, BERNARD
CBS, This Is My Best; Mayor of the Town

KAY, EDDIE
NBC, Those We Love

KAYE, SAMMY
MBS, Tangee Varieties

KING, HENRY
MBS

KOPP, LEO
MBS, Your America

KORN KOBBLERS
NBC

KOSLOFF LOU
Blue, Life of Riley

KOSTELANETZ, ANDRE
CBS, Pause That Refreshes

KRUEGER, KARI
MBS, Detroit Symphony Orchestra

KUHN, DICK
MBS

KYSER, KAY
NBC, Kay Kyser Show

--- L ---

LAVALLE, PAUL
NBC, Highways in Melody; Stradivari Orchestra, Cities Service

LAWRENCE, ELLIOT
CBS, Listen to Lawrence

LEINSDORF, ERICH
MBS, Cleveland Orchestra

LEVY, HAROLD
CBS, Armstrong's Theatre

LEVIN, SYLVAN
MBS, Brownstone Theatre: Sinfonietta

LEWIS, TED
MBS

LIGHT, ENOCH
MBS

LOMBARDO, GUY
Blue, Chelsea Cigarettes

LONG, JOHNNY
CBS

LOPEZ, VINCENT
MBS, Luncheon With Lopez

LUCAS, CLAYE
MBS

LUDLOW, BEN
CBS, Theatre of Romance

LYTELL, JIMMY
MBS, Morton Downey

--- M ---

MacINTYRE, HAL
MBS

MALNECK, MATTY
Blue, Stop or Go

MARSALLA, JOE
MBS

MARTIN, FREDDIE
CBS, Jack Carson Show

MASTERS, FRANKIE
MBS

MAYBREW, WENDELL
NBC, People Are Funny

McCUNE, BILL
MBS

MILLS, BILLY
NBC, McGe & Molly

MILLS, FELIX
CBS, Burns & Allen

--- V ---

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MILLER, IRVING
CBS, Ivory Soap and Oxydol Show

MILLER, JACK
CBS, Kate Smith Hour; Aldrich Family

MURRAY, LYN
CBS, To Your Good Health

NEWMAN, RUBY
CBS, Danny O'Nell

NOSCO, HENRI
NBC, Music of the New World

NOVAK, FRANK
MBS, Take It Easy

NOVICK, NAT
CBS, It Pays To Be Ignorant

Olsen, George
MBS

OWENS, HARRY
KNX, Sweet Leilani Time

PAIGE, RAYMOND
CBS, Stage Door Canteen

PANCHO
MBS

PAUL, EDDIE
NBC, Joan Davis-Jack Haley

PAXTON, GEORGE
MBS

PERRY, AL
MBS, Hawaii Calls

PETRILLO, CAESAR
CBS, Petrillo, Janette & MacCormack

PHILADELPHIA ORCHESTRA
CBS

PIASTRO, MISHEL
MBS, Symphonette

PITT, MERLE
WNEW, Five Shades of Blue

POOLE, WALTER
MBS, Detroit Symphony

PRIMA, LOUIS
MBS

RAVAZZA, CARL
MBS

REDMOND, DON
MBS

REEVES, REET-BEAT
NBC, Duffy's Tavern

REICHMAN, JOE
KHI, Stop That Villain

REINER, FRITZ
MBS, Cleveland Orchestra

REISMAN, LEO
MBS

RENARD, JACQUES
CBS, Milton Jacques Show: Take It or Leave It.

RICH, FREDDIE
NBC, Abbott & Costello

RICKEY, AL
CBS, Mr. Keen

KINGWALL, RUDOLPH
MBS, Cleveland Orchestra

ROGERS, EDDIE
MBS

ROLLINI, ADRIAN
MBS

ROTH, ALLEN
NBC, Schaefer Revue

RUSSELL, LOUIS
MBS

SACK, AL
NBC, Maxwell House

SALTER, HARRY
U. S. Army

SANELLA, ANDY
MBS, Double or Nothing

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SCOTT, RAYMOND  
CBS

SEBASTIAN, GEORGE  
CBS, Great Moments in Music

SELLS, PAUL  
KNX, Sunrise Salute; Hollywood Barn Dance

SEMMLER, ALEXANDER  
CBS, Land Is Bright

SHERWOOD, BOBBY  
MBS

SHERWOOD, ROY  
MBS

SHIELDS, ROY  
NBC

SHREDMAN, MILTON  
NBC, Music By Shrednik

SILVERS, LOUIS  
CBS, Lux Radio

SLATTER, ED  
CBS, Friday on B’Way

SOREY, VINCENT  
MBS

SOSNICK, HARRY  
NBC, Raleigh Room

SPITALNY, H. LEOPOLD  
NBC

SPITALNY, PHIL  
NBC, Hour of Charm

STORDHAL, AXEL  
CBS, Frank Sinatra Show

STABILE, DICK  
U. S. Coast Guard

STANLEY, ROBERT  
MBS, Music for Remembrance; Music for Half an Hour, Mutual Musicals

STANLEY, TED  
CBS, Rhythm Inn

STRAND, MANNY  
Blue, Tom Breneman Highlights

STEELE, TED  
NBC, Chesterfield Supper Club

STERN, HAL  
MBS

STERN, GEORGE  
MBS

STORDAHLE, AXEL  
CBS, Sinatra Show

SUES, LEONARD  
NBC, Eddie Cantor

SWEETEN, CLAUDE  
NBC, Gildersleeve; KFI

SYLVESTER, HENRY  
NBC, CBS, Blue

--- T ---

TRACRE, AI  
MBS

TRENDLER, HAROLD  
MBS, Swing’s the Thing

TROTTER, JOHN SCOTT  
NBC, Kraft Music Hall

TUCKER, TOMMY  
MBS

--- V ---

VAN CLEAVE  
CBS, Radio Reader’s Digest; Blue, Variations by Van Cleave

VAN STEEDEN, FRED  
CBS, Thanks to the Yanks

VELAZCO, EMIL  
U. S. Navy

VOORHEES, DON  
NBC, Telephone Hour, Cavalcade of America, March of Time

--- W ---

WALLENSTEIN, ALFRED  
MBS, L. A. Philharmonic Symphonies for Youth

WARING, FRED  
Blue, Owens-Illinois Glass Co.

WARNOW, MARK  
CBS, Hit Parade; NBC, All Time Hit Parade; Westinghouse

WARRINGTON, JOHNNY  
CBS

WEBER, HENRY  
MBS, Chicago Theatre of the Air

WELK, LAWRENCE  
MBS

WELTY, GLEN  
NBC, National Barn Dance

WESTON, PAUL  
NBC, Johnny Mercer Show

WHITEMAN, PAUL  
Blue-Hall of Fame

WILLIAMS, COOTIE  
MBS

--- Y ---

YOUNG, VICTOR  
NBC, Westinghouse

--- Z ---

ZIMMERMAN, HARRY  
MBS, Feeling is Mutual

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<tr>
<td>ALBANESE, LICIA</td>
<td>MBS</td>
</tr>
<tr>
<td>ALM, JEANNE</td>
<td>WDAY, Fargo, N. D.</td>
</tr>
<tr>
<td>ALLEN, ELDIA</td>
<td>WCAE, Pittsburgh, Pa.</td>
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<tr>
<td>ALLEN, ROSALIE</td>
<td>WAAT, Newark, N. J.</td>
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<tr>
<td>AMADON, ARTHUR</td>
<td>WBZ, Boston, Mass.</td>
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<tr>
<td>AMADON, ARTHUR</td>
<td>WBZA, Springfield, Mass.</td>
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<tr>
<td>AMBERG, DON</td>
<td>NBC, Charlie McCarthy.</td>
</tr>
<tr>
<td>ANDELLIN, WILLARD</td>
<td>WGN</td>
</tr>
<tr>
<td>ANDERSON, ANDY</td>
<td>WOWO, Fort Wayne, Ind.</td>
</tr>
</tbody>
</table>

#### ANDREW SISTERS

- Blue, Andrew Sisters Show.

#### ARIZONA WRANGLERS

- KVCV, Redding, Cal.
- WHN, New York, N. Y.
- WOWO, Fort Wayne, Ind.
- NBC, CBS.
- NBC, Chesterfield Supper Club.
- WGRC, Louisville, Ky.
- WIBX, Utica, N. Y.

#### B

<table>
<thead>
<tr>
<th>Name</th>
<th>Network/Show</th>
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<tbody>
<tr>
<td>BABBITT, HARRY</td>
<td>NBC, Kay Kyser Show.</td>
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<tr>
<td>BAIRD, PAUL</td>
<td>KID, Idaho Falls, Idaho.</td>
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<tr>
<td>BAKER, CURLY</td>
<td>KXEL, Waterloo, Iowa.</td>
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<tr>
<td>BAKER, GENE</td>
<td>CBS, American Rhapsody, Song of the Week.</td>
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<tr>
<td>BAKER, JERRY</td>
<td>WMCA, New York, N. Y.</td>
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<tr>
<td>BAKER, JOHN</td>
<td>MBS.</td>
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<tr>
<td>BAKER, KENNY</td>
<td>CBS, Blue Ribbon Town.</td>
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<tr>
<td>BAKER, NORMA</td>
<td>WLLH, Lowell - Lawrence, Mass.</td>
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</tbody>
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**Lucy Monroe**

**Director of Patriotic Music**

**Ambassador of Good-Will**

**RCA-Victor**

**Blue Network**

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BETTS, JOHNNIE
BOMARDIERS, THE
JOHNNIE ROMERO
NBC, Ginny Simms Show.
BOND, ANN
KOMA, Oklahoma City, Okla.
BOND, JOHNNY
CBS, Hollywood Barn Dance; NBC, Gilmore Ranch; Blue, Al Piets.
BUREN, CARL
WELO, Tupelo, Miss.
BOUTIN, ROSE MAE
KVOI, Lafayette, La.
BRENNER, MARK
CBS, Sunny Side of the Street.
BRITTON, ROBERT
KWWA, Los Angeles, Cal.
BROOKS, DOLORES
WTAM, Cleveland, O.
BROWN, DICK
Mutual, Dick Brown Show.

LENALDARES
WCCO, Minneapolis - St. Paul, Minn.
BALLARD, PAUL
WELO, Tupelo, Miss.
BARFELL, ED
KDKA, Pittsburgh, Pa.
BARE, BETTY
KPHA, Phoenix, Ariz.
BARRETT, CHARLOTTE J.
WCOL, Columbus, O.
BARRY SISTERS
WHN, Gloom Dodgers.

BARTON, EILEEN
CBS, Sinatra Show, Bebe Show.

BATES, LULU
NBC, All-Time Hit Parade.
BAXTER, JEANNE
KDKA, Pittsburgh, Pa.
BEASLEY, IRENE
CBS, Neighbors.
BENNED, ANNE
WHM, Jersey City, N. J.
BENTLEY, JUNE (WAC)
KBLJ, Los Angeles, Cal.
BERENS, NORMAN
NBC, CBS.
BERG, FLORENCE
KDKA, Pittsburgh, Pa.
BLAINE, BOBBY
WOWO, Fort Wayne, Ind.
BENNETT SISTERS
WBBM, Chicago, Ill.

BROWNE, KENNIE
KSOO, Sioux Falls, S. D.
BROWN, NELLIE
KSOO, Sioux Falls, S. D.
BROWN, RUSSELL
WBBM, Chicago, Ill.
BURFORD, ANNIE
WBS.
BUTTEN, SARA EVANS
WDDJ, Roanoke, Va.
BYRD, PAUL
WGBB, Goldsboro, N. C.

C—

CADETS, THE
Breakfast Club.
CALDER, CRANE
WBS.
CALLOWAY, GLENNA
WSIX, Nashville, Tenn.
CAMPBELL, GUY
WOWO, Fort Wayne, Ind.
CANAVAN, MAUREEN
WMJ, Cedar Rapids, Iowa.
CANTOR, EDDIE
NBC, Time to Smile.
CAREY, RUTH
WOOP, Boston, Mass.
CLARKTON, CAROL
KFWB, Los Angeles, Cal.
CAROL SISTERS
WGAR, Cleveland, O.
CARROLL, GEORGE
NBC, Kay Kyser Show.
CARROLL, GLORIA
WEEI, Boston, Mass.
CARROLL, MARSHA
WFMB, Indianapolis, Ind.

LENALDARES
WCCO, Minneapolis - St. Paul, Minn.
BALLARD, PAUL
WELO, Tupelo, Miss.
BARFELL, ED
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WOWO, Fort Wayne, Ind.
BENNETT SISTERS
WBBM, Chicago, Ill.

BROWNE, KENNIE
KSOO, Sioux Falls, S. D.
BROWN, NELLIE
KSOO, Sioux Falls, S. D.
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WELO, Tupelo, Miss.
BARFELL, ED
KDKA, Pittsburgh, Pa.
BARE, BETTY
KPHA, Phoenix, Ariz.
BARRETT, CHARLOTTE J.
WCOL, Columbus, O.
BARRY SISTERS
WHN, Gloom Dodgers.
CARSON, ANN  
WDAY, Faro, N. D.

CART, COOLEN  
KLRA, Little Rock, Ark.

CARTER, BOB  
KDKA, Pittsburgh, Pa.

CARVER, ZEB  
WOW, New York, N. Y., Zeb Carver & Cousins; MBS, The Village Barn.

CASIM, JIMMY  
CBS, Burns & Allen.

CASHMAN, GENE  
KJWJ, Globe, Ariz.

CFAR OLD TIMERS  
CFAR, Flin Flon, Man., Can.

CHAMBERLAIN, CHARLES  
CFCY, Charlottetown, P. E. I., Can.

CHARIOTEERS, THE  
NBC, Kraft Music Hall.

CLAIRE, MARION  
MBS.

CLAY, JEFFREY  
WBEN, Buffalo, N. Y.

CLAYTON, PATTI  
NBC, Carnation Hour.

CLINE, LAURIE  
WOW, Omaha, Neb.

COLAMARO, VICI  
WGY, Schenectady, N. Y.

COLUMBUS BOY CHOIR  
WHRK, Columbus, O.

COMO, PERRY  
NBC, Chesterfield Supper Club.

CONTE, JOHN  
NBC, Maxwell House Coffee Time.

COOK, SHORTY  
WOWO, Fort Wayne, Ind.

COOL, HARRY  
CBS.

COOPER, JERRY  
MBS, Jerry Cooper Show.

CORFLAGE, MAXINE  
WHB, Kansas City, Mo.

CORNELL, LLOYD  
WOWO, Fort Wayne, Ind.

CROSBY, BING  
NBC, Kraft Music Hall.

CROSBY, BOB  
Bob Crosby & Co.

CROSSROADS QUARTET  
WSYR, Syracuse, N. Y.

DALEY, CASS  
NBC, Kraft Music Hall; CBS, Sammy Kaye Show.

BANDRIDGE, RUBY  
Hoagy Carmichael, Judy Canova.

BARRY, KEN CHORUS  
NBC, Fitch Bandwagon, Westinghouse.

DAVIS, DICK  
CBS, American Rhapsody.

DAVIS, GEORGE  
WIBX, Utica, N. Y.

DAVIS, JOAN  
KFI, Sealtest Village Store.

DAVIS, RICHARD  
Blue, Charlotte Greenwood.

DAWN, MARIAN  
WFBR, Baltimore, Md.

DAY, DENNIS  
NBC, Grape Nuts.

DAY, "LAZY" JIM  
KXEL, Waterloo, Iowa.

DAWS, BILL  
CBS, Blue Ribbon Town.

D'ELLA, ANN  

DEAN, EDDIE  
NBC, Gilmore Furlough Fun.

--- D ---

EILEEN BARTON  
featured on "Frank Sinatra Show"  
CBS

DICK BROWN  
Sponsored by FORMFIT  
Sundays—  
6:45 P.M., E.W.T. — WOR-Mutual  
GUILD RECORDS
VOCALISTS

DELL, THELMA
WFG, Altoona, Pa.

DE MOSS, LYLE
WOW, Omaha, Neb.

DENTON, JOE
WHAS, Louisville, Ky., "Fair Weather."

De SOLIS, SOLITO
Texaco Star Theatre.

DEXTER, JOAN
WHAM, Rochester, N. Y.

DINNING SISTERS, THE
NBC, MBS.

DOE, EDITH
WMUR, Manchester, N. H.

DON AND HELEN
WOWO, Fort Wayne, Ind.

DORN, GEORGE
WJLB, Detroit, Mich.

DOUGHERTY, JOHN
CHS, K.C., "Kraft Christmas Tree."
ANITA ELLIS
Management:
GENERAL AMUSEMENT CORP.

HAYEWS, DICK
CBS, Here's to Romance.

HAYSWORTH, HERB
WOWO, Fort Wayne, Ind.

HILLSIDE, PETE
Rudy Vallee Show.

HOLLEY, VERA
CBS, Run With Dunn.

HORN, DARREL
KFPW, Fort Smith, Ark.

HOOPT, ADELYNE
KDKA, Pittsburgh, Pa.

HORNE, LENA
HOUOTON, CORP. BOB
KHJ, Los Angeles, Cal.

HOUATON, JOSEPHINE
Blue.

“Smiling”
JERRY BAKER
Past 19 Years
New York's Favorite
Staff Soloist
WMCA

GURNEY, THOMAS
WGBG, Greensboro, N. C.; “Hillbilly,” “Gurney Thomas & His Hillbilly Pals.”

HAINES, CONNIE
NBC, Abbott & Costello; Blue, Andy Russell.

HAINES, HAPPY
WMT, Cedar Rapids, Iowa; WMT, Waterloo, Iowa.

HALPARIN, MONTE
CKRC, Winnipeg, Man., Can.

HARDEE, RUTH
WNYM, Syracuse, N. Y.

HARMONY FOUR
KDKA, Pittsburgh, Pa.

HASKINS, VIRGINIA
WGN, Chicago, Ill.

HAUSE, VIRGINIA
WDUN, Boston, Mass.

HAYDEN, D. CLARK
KYUM, Yuma, Ariz.

HAYDEN, JUNE
KNX, Sunrise Salute.

HAYES, CLANCY
KGO, San Francisco, Calif.

GAL FRIENDS, THE
WDAW, Fargo, N. D.

GALLAGHER, SGT. FRANK
KHJ, Los Angeles, Cal.

GARY, SID
WMCA, New York, N. Y.

GAYLORD, CHEF
WBZ, Boston, Mass.

GIBBS, GEORGIA
CBS, Durant-Moore Show.

GIRL FRIENDS, THE
WBZ, Boston, Mass.

GOERS, HANNABELLE
KROS, Clinton, Iowa.

GOLDEN GATE QUARTET
CBS.

GORDINIER, NEDRA
WHAS, Louisville, Ky.; “Here’s Good Luck to You.”

GORDON, JEAN
WITK, Oklahoma City, Okla.

GOULD, KATHY
WOFJ, Oklahoma City, Okla.

GOYES, W. A. DEAN
WCBI, Columbus, Miss.

GRANDEY, ROY
KGO, San Francisco, Cal.

GREENWOOD, CHARLOTTE
WDBJ, Roanoke, Va.

GRIMES, THERESA FRO
KOME, Tulsa, Okla.

GRISH, ELSWORTH
WDBJ, Roanoke, Va.

GURNEY, THOMAS
WGBG, Greensboro, N. C.; “Hillbilly,” “Gurney Thomas & His Hillbilly Pals.”

HAINES, HAPPY
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KYUM, Yuma, Ariz.

HAYDEN, JUNE
KNX, Sunrise Salute.

HAYES, CLANCY
KGO, San Francisco, Calif.

HAYEWS, DICK
CBS, Here's to Romance.
VOCALISTS

HROMAS, MARJORIE
KCRC, Enid, Okla.

HUFFMAN, MARIE
WTOL, Toledo, O.

HUTTON, JUNE
NBC, Johnny Mercer's Show.

INGRAM, LULU BELLE
KOME, Tulsa, Okla.

INK SPOTS

IVES, KAY
WBZ, Boston, Mass.

IVERSON, ERNEST
WDGY, Minneapolis-St. Paul, Minn.

JACOBS, HAL
KEYR, Seattle, Wash.

JARVIS, IDA
WLAW, Lawrence, Mass.

JEANETTE
WBBM, Chicago, Ill.

JOHNSON, PAUL
WOC, Davenport, Iowa.

JOHNSON, SYbil
KMO, Tacoma, Wash.

Jones, Gene
WEEL, Boston, Mass.

Jones, Peggy
KPH, Wichita, Kan.

Jordan, Dixie Boy
KOMA, Oklahoma City, Okla.

Jorgensen, Kenneth
KFUO, St. Louis, Mo.

Jubilee Singers
KXEL, Waterloo, Iowa.

Judy and Jen
WOWO, Fort Wayne, Ind.

Juhlin, RUTH
KMO, Tacoma, Wash.

JUBILEE SINGERS

KAUFMAN, IRVING
WSYR, Syracuse, N. Y.

Kaye, Pat
KNBC, A Song Is Born.

Kay, Lillian
WEBR, Buffalo, N. Y.

Kennedy, Claire
WHEC, Rochester, N. Y.

Kent, Elaine
KCRC, Enid, Okla.

Kerrigan, Jack
WHO, Des Moines, Iowa.

Key, Suzanne
WFVA, Fredericksburg, Va.

Killick, Whitey
WCAX, Burlington, Vt.

Kimbly, HeLENE
WROK, Rockford, Ill.

Kinder Sisters
KDKA, Pittsburgh, Pa.

King, Angela
WTMY, East St. Louis, Ill.

Kings Jesters
WBBM, Chicago, Ill.

Kingsley, MariAM
WHAM, Rochester, N. Y.

Kirby, Fred
WBT, Charlotte, N. C.

Kirby, John
KDKA, Pittsburgh, Pa.

Koch, Tod
ROY, Phoenix, Ariz.

Kosteluk, Max
WECK, Chicago, Ill.

Kuzzins, Kranz
KOVC, Valley City, N. D.

Laderoute, Joseph
MBS.

LaMont, Helen
CKCK, Regina, Sask., Can.

LandT Trio, The
CBS, MBS.

Lang, Judy
MBS.

Langford, Frances
NBC, Bob Hope.

Lanny and Ginger
MBS.

Lee, Doris
WENS, Columbus, Ohio.

Lee, Jackie
WOW, Omaha, Neb.

Lee, Mary
CBS, Jack Carson Show.

Lemaster, Mary Jane
WMKD, Peoria, Ill.

Lester, Bill
ROY, Phoenix, Ariz.

Lewis, Bob
KXOX, St. Louis, Mo.

Lewis, Monica
CBS, Chesterfield.

Lewis, Walter
WTNJ, Trenton, N. J.

Lilley, Joseph Singer
NBC, Dinah Shore Show.

DON REID
Tenor
Singing Star of
THE JACK KIRKWOOD SHOW
C.B.S.
Mon. Thru Fri.

Ivory Soap and Oxydol

Management 673 Fifth Ave.
Fitelson & Mayers New York

The Merry Macs
AMERICA'S FOREMOST SINGING GROUP
RADIO — STAGE — SCREEN
Exclusive Decca Recording
Personal Management
HARRY NORWOOD
VOCALISTS

LOCKHART, JACK
WDAY, Fargo, N. D.
LORRAINE, KAY
Blue.
LORE, LUCILLE
KCVY, Redding, Cal.
LOU, MARY
WDAY, Fargo, N. D.
LOUISE, LORRAINE
KOA, Denver, Colo.
LU, LINDA
WDAY, Fargo, N. D.
LYNNE, EVELYN
KVQO, Tulsa, Okla.
LYTLE SISTERS
KHJ, Los Angeles, Cal.

MANSFIELD, TONY
KFI, Los Angeles, Cal.; NBC,
"A Song Is Born."
MARKWELL, BERNIE
KDRA, Pittsburgh, Pa.
MARTIN, FRANK
KCVY, Redding, Cal.
MARTIN, NANCY
WENR, Chicago, Ill.
MASON, MARION
MASSEY, CURT
MBS, NBC.
MATTHEWS, SHIRLEY
WOC, Davenport, Iowa.
MATTISON, HENRY
RPH, Wichita, Kans.
MAXWELL, MARILYN
NBC, Kraft Music Hall.
McGIVY, WALTER
KQV, Pittsburgh, Pa.
MeNERY, DAVID
WQAI, San Antonio, Texas.
McKENZIE, FAY
CBS, Blue Ribbon Town.

McKEAN, JEANNE
CBS, Jack Kirkwood.

McLEOD, OVILLA
CRCK, Regina, Sask., Can.
McTERNAN, GRACE NELSON
MBS.

MeVITY, DOROTHY
WHKC, Columbus, Ohio.

Mayers, Martha
Blue, Al Pearce Show; KFI, Los Angeles, Cal.

MELOETTES
WEE, Syracuse, N. Y.
MERCER, JOHNNY
NBC, Music Shop.
MERRILL, JEAN
MBS.
MERRILL, ROBERT
NBC.
MERRIMAN, MARY
WJLB, Detroit, Mich.

Merry Macs
NBC, CBS.

MILLER, FRANKIE
KOMA, Oklahoma City, Okla.
MILLER, NORMA JEAN
KGA, Spokane, Wash.
MILTON, DON
WENR, Chicago, Ill.
MITCHELL, JERRY
WTJS, Jackson, Tenn.
MIXED QUARTET
WCCO, Minneapolis-St. Paul, Minn.

Merrone, Lucy
NBC, CBS, Blue.

JOHNNY THOMPSON
The newest singing star on the
BLUE Horizon
"Set to Music," Sundays, 4:00 P.M., E.W.T.
Personal Mgt. BLUE NETWORK
H. D. Rickert
545 Fifth Ave.
New York City

CONNIE HAINES
"America's Dainty Lady of Song"
Third Year with ABBOTT and COSTELLO
Featured Weekly with ANDY RUSSELL
Personal Management
Edward Sherman

799
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<tr>
<th>Vocalists</th>
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<td><strong>MOORE, CONNIE</strong>  CBS, America - Ceiling Unlimited.</td>
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<tr>
<td><strong>MOORE, MARJORIE</strong>  WDAY, Fargo, N. D.</td>
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<tr>
<td><strong>MORRIS, BETTY ELLEN</strong>  KDKA, Pittsburgh, Pa.</td>
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<tr>
<td><strong>MORROW, LIZA</strong>  NBC, Listen to Liza,</td>
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<tr>
<td><strong>MORSE, LEE</strong>  WHAM, Rochester, N. Y.</td>
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<td><strong>MURRAY, KEN</strong>  CHUV, Pembroke, Ont., Can.</td>
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<tr>
<td><strong>MUSIC MAIDS AND HAL THE</strong>  NBC, Kraft Music Hall.</td>
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<tr>
<td><strong>MYLES, DOROTHY</strong>  WEEI, Boston, Mass.</td>
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<td><strong>NEAL, YVONNE</strong>  WBNS, Columbus, Ohio.</td>
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<td><strong>NELMS, NANCY</strong>  WDBJ, Roanoke, Va.</td>
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<td><strong>NOEL, NEAL</strong>  WWSW, Pittsburgh, Pa.</td>
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<td><strong>O'HEREN, DICK</strong>  WHK, Cleveland, Ohio.</td>
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<td><strong>O'ROURKE, HARRIET</strong>  MBS.</td>
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<tr>
<td><strong>OLIVER, FRED</strong>  WOWO, Fort Wayne, Ind.</td>
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<td><strong>ORTEGA, HORTENSE</strong>  KGLU, Safford, Ariz.</td>
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<tr>
<td><strong>OWEN'S COWBOYS, TOM</strong>  WMT, Cedar Rapids, Iowa.</td>
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<td><strong>OWENS, BRUCE</strong>  KEVR, Seattle, Wash.</td>
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<td><strong>OWENS, JACK</strong>  WENR, Chicago, Ill.</td>
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<td><strong>OWENS, JAYNE</strong>  WDAY, Fargo, N. D.</td>
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<td><strong>PAGE, PATTI</strong>  KTUL, Tulsa, Okla.</td>
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<tr>
<td><strong>PAIGE, CAROL</strong>  WCAU, Philadelphia, Pa.</td>
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<td><strong>PALMER, EARL</strong>  MBS.</td>
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<tr>
<td><strong>PAQUET, MARGUERITE</strong>  CKCV, Quebec, Can.</td>
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<tr>
<td><strong>PARKER, FREDNA</strong>  WER, St. Louis, Mo.</td>
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<td><strong>PAULEE, MONA</strong>  MBS.</td>
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<td><strong>PEERCE, JAN</strong>  MBS.</td>
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<tr>
<td><strong>PELLEY, CHARLES</strong>  WEEI, Boston, Mass.</td>
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<tr>
<td><strong>PERRY, BILL</strong>  CBS.</td>
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<tr>
<td><strong>PHILLIPS, SUE</strong>  WMT, Cedar Rapids, Iowa.</td>
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<tr>
<td><strong>PIERSON, WILLIE</strong>  WNAX, Yankton, S. D.</td>
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<tr>
<td><strong>POOLE, BETTY</strong>  KROS, Clinton, Iowa.</td>
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<tr>
<td><strong>POWELL, DICK</strong>  NBC, Fitch Bandwagon.</td>
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<tr>
<td><strong>PRESCOTT, PATSY</strong>  KOY, Phoenix, Ariz.</td>
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<tr>
<td><strong>PRESTON, DICK</strong>  WBZ, Boston, Mass.</td>
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<tr>
<td><strong>PRICE, HOWARD</strong>  KDKA, Pittsburgh, Pa.</td>
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<tr>
<td><strong>QUILLING, AMY</strong>  KGEX, Sidney, Mont.</td>
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</tbody>
</table>

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**JEANNE McKEON**

"The Jack Kirkwood Show"

CBS

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**DAVE STREET**

Featured Singer

"SEALTEST VILLAGE STORE"

NBC—Thursday 9:30 EWT.
Vocalists

Ramirez, Carlos
NBC, Maxwell House Coffee Time.

Randolph, Lillian
Great Gildersleeve, Al Pearce, RCA Victor Chorus, NBC, What's New?

Reid, Don
CBS, Jack Kirkwood Show.

Raidt, John
Shadew World Parade, Becker's Pet Parade, KC Jamboree.

Reynolds, Brad
WHN, New York, N.Y.; CBS.

Rissling, Robert

Roberts, Curly
KMI, Fresno, Calif.

Robertson, "Texas" Jim
Blue.

Rodenhauer, Jeannette
WZQC, Toledo, O.

Roese, Kay
WBNS, Columbus, O.

Rogers, Roy
MBS, Roy Rogers Show.

Romeros, The
Blue.

Ropotia, Howard
WOWO, Fort Wayne, Ind.

Ross, Shirley
NBC, Bob Burns.

Rowe, Genevieve
MBS.

Rowe, Ralph
WMT, Cedar Rapids, Iowa.

 Ruizinoff, Nina
WTAM, Cleveland, O.

Rudler, Shirley
WKY, Oklahoma City, Okla.

Saablin, Alfred
WDGY, Minneapolis-St. Paul, Minn.

Salathiel, Jerry
Al Pearce Show.

Sally and Sue
WDAY, Faro, N.D.

Saxon, Don
MBS, Dubarry Success Story.

Sayles, Fred
WAAT, Newark, N.J.

Schooley, Ivan
KOA, Denver, Col.

Scott, Mary Evelyn
WAPI, Birmingham, Ala.

Seagle, John
WGY, Schenectady, N.Y.

Seamans, Adrian
WDGY, Minneapolis-St. Paul, Minn.

"Serenaders"
WHB, Kansas City, Mo.

Sewart, Franklyn
NBC, Bob Crosby Show.

Shannon Bill
WIBG, Philadelphia, Pa.

Shaw, Sonia
KGO, San Francisco, Calif.

Rony MANSFIELD
Singing Songs of Today
Yesterday and Tomorrow
ON
KFT—Mon. Through Sat. 9:45 to 10:00 a.m.
KJH and Don Lee Net: Mon., Wed., Fri., 12:45 Noon
"GRACIOUS LIVING"
KNX—Guest "INGLEWOOD PARK CONCERT"

Martha Mears
Columbia Pictures
Star of "10-2-4 TIME"
Mon., Wed., Fri.
STEFFEN, ART
WHAM, Rochester, N. Y.
STEVE, HAL
Blue, Glamour Manor.
STEVE, KAY
WHN, New York, N. Y.
STEVE, LARRY
NBC, Lucky Strike, Jack Benny.
STEWART, FRANKLYN
WCKY, Cincinnati, 0.
STEWART, R.L.
Blue, Hollywood Star Time.

STREET, DAVE
NBC, Sealtest Village Store.

SULLIVAN, JERI
CBS.
SWEET, ROGER
WLIB, New York, N. Y.
SWEETLAND, SALLY
NBC, Gaslight Gayeties.

TAYLOR, RUTH
Wn, Nashville, Tenn.
TANNER, EARLE
NBC, Carnation Hour.

TALLIN, EARLE
WBT, Charlotte, N. C.
THOMAS, JOHN CHARLES
Westinghouse.

THOMSON, HUGH
MBS.
THOMSON, JOHNNY
Blue, Song Salesman, Benjamin Moore Paint Co.
THREE SISTERS
CBS.
Tilton, Martha
Guest shots on Jack Benny, Melody Round-Up Hour; Others.
TRANELL, TERRY
WGAR, Cleveland, O.
TRAVIS, MERLE
CBS, Hollywood Barn Dance.
TUCKER, RICHARD
MBS.

VALENTINO, FRANCESCO
MBS.
VICKEE
Blue.
VICKLAND, FLORENCE
MBS.
VOCAL GROUP (Mixed)
WCCO, Minneapolis-St. Paul, Minn.

WAIN, BEA
CBS, NBC; Alan Young Show.
WALKER, LARRY
WBT, Charlotte, N. C.

WAYNE, JERRY
Blue, Jerry Wayne Show.
WEBSTER, JEAN
WPIL, Baltimore, Md.
WILLS, DICK
WTIC, Hartford, Conn.
WEST, PENNY
WOWO, Fort Wayne, Ind.
WEST, WAYNE
WMBD, Peoria, III.
WILKIE, EARL
WGN.
WILLIAMS, GENE L.
WSIP, Toledo, O.
WILLIS, EILEEN
Blue, Remember Hour.
WILSON, JANET
WSYR, Syracuse, N. Y.
WILSON, WOODY
WGY, Schenectady, N. Y.
WOOD, LARRY
WERC, Cincinnat, O.
WOODS, ILENE
Blue.

WRIGHTSON, EARL
Pause That Refreshes, Morton Downe Program, Great Mo-
moments in Music, Squibb Program, Cities Service.

WYNN, CAROL

YEATON, LUCY OLDRI
WSSR, Stamford, Conn.
YOUNG, MARC
WHOM, Jersey City, N. J.

EDDIE DEAN
GILMORE FURLOUGH FUN
NBC

JOHNNY BETTS
Romantic Baritone
Broadcasting Second Year
for Evans
America's Largest Furriers
WGN
Transcriptions
News Commentators—their work during 1944

**A**

- **ABBE, JAMES**
  - KGW, Portland, Oregon
- **ABRAMCHIK, WILLIAM**
  - WEDE, Chicago, Ill.
- **ACKERLEY, GENE**
  - KID, Idaho Falls, Idaho
- **ADAMS, CHARLES**
  - WMVA, Martinsville, Va.
- **ADAMS, JOHN**
  - CBS, South & Central Pacific
- **AGRONSKY, MARTIN**
  - Blue
- **AITKENS, GAILES**
  - WAYS, Charlotte, N. C.
- **ALAN, PAT**
  - WCOL, Janesville, Wisc.
- **ALBRIGHT, DR. ROBERT E.**
  - WBEN, Buffalo, N. Y.
- **ALCOTT, CARROLL**
- **ALDERSON, JOHN**
  - WFBR, Baltimore, Md.
- **ALDERSON, RON**
  - CKRC, Winnipeg
- **ALDRICH, BILL**
  - CFOS, Owen Sound
- **ALDRIDGE, MAHLON**
  - KXOX, St. Louis, Mo.
- **ALLEN, BOB**
  - KPAB, Lincoln, Neb.
- **ALLEN, IRWIN**
  - KMTR, Hollywood Merry-Go-Round
- **AMOS, FRED**
  - KGHE, Pueblo, Colorado
- **ANDERSON, ROBERT**
  - WSPY, Steubenville, Ohio
- **ANDERSON, WARREN**
  - WING, Dayton, Ohio
- **ANDREWS, RUSS**
  - WFBR, Baltimore, Maryland
- **ARLINGTON, CHARLES**
  - KQW, San Jose, Calif.
- **ARMSTRONG, JOHN**
  - WHDL, Olean, N. Y.
- **ATKINS, GLEN**
  - CBS, Chungking
- **AYERS, BILL**
  - WSPT, South Bend, Ind.
- **BAILEY, ANGUS**
  - WSAR, Fall River, Mass.

**B**

- **BAKER, ART**
  - Mutual, Never Too Old. KFI, Art Baker's Note Book
- **BAKER, CHARLES**
  - KOA, Denver, Colo.
- **BALTER, SAM**
  - KECA, Los Angeles
- **BARRY, JACK**
  - WTTM, Trenton, N. J.
- **BARRY, JOHN**
  - WDBZ, WBZA, Boston, Springfield, Mass.
- **BARRE, CHARLES**
  - KGW, Portland, Ore.
HARRY W. FLANNERY

Author of
"ASSIGNMENT TO BERLIN"

Chapter on "Analyzing Analysts" in "OFF MIKE"

News Analysis, CBS, 5:30-5:45, Mondays, Wednesdays and Fridays for Bekins Van & Storage
Tuesdays, Thursday and Saturdays for Planter's Peanuts.

OWI Short Wave Broadcasts to Europe, Pacific and Latin America.

UPTON CLOSE

Famed News Analyst — Author — Lecturer

Authority on the Far East

Heard coast-to-coast each week on both N.B.C. and Mutual Networks.

Office: 6777 Hollywood Blvd., Room 206
Hollywood, Calif.

Two short lecture tours each year.

<table>
<thead>
<tr>
<th>Commentator</th>
<th>Network, City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bauer, G. F. (“Red”)</td>
<td>WNN, Louisville, Ky.</td>
</tr>
<tr>
<td>Baxkage, H. R.</td>
<td>Blue</td>
</tr>
<tr>
<td>Baxter, Lionel</td>
<td>WAPI, Birmingham, Ala.</td>
</tr>
<tr>
<td>Belay, David</td>
<td>W GAR, Cleveland, O.</td>
</tr>
<tr>
<td>Black, Algeron</td>
<td>WQXR, New York, N. Y.</td>
</tr>
<tr>
<td>Bier, Joseph</td>
<td>WOR, New York, N. Y.</td>
</tr>
<tr>
<td>Billmeyer, Douglas</td>
<td>KFYY, Spokane, Wash.</td>
</tr>
<tr>
<td>Bono, Victor</td>
<td>WPAR, Ponce, Puerto Rico</td>
</tr>
<tr>
<td>Beall, Jack</td>
<td>WLY, Cincinnati, O.</td>
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<tr>
<td>Beatty, Morgan</td>
<td>WRC, Washington, D. C.</td>
</tr>
<tr>
<td>Behrens, Mary</td>
<td>WBZ &amp; WBZA, Boston, Springfield, Mass.</td>
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<tr>
<td>Bell, Jack</td>
<td>WTCN, Minneapolis, St. Paul, Minn.</td>
</tr>
<tr>
<td>Benedict, Barbara</td>
<td>WBYN, Brooklyn, N. Y.</td>
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<tr>
<td>Benes, Joseph</td>
<td>WKO, Kalamazoo, Mich.</td>
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<tr>
<td>Bentley, Julian</td>
<td>WLS, Chicago, Ill.</td>
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<tr>
<td>Bercovic, B. S.</td>
<td>KFEL, Denver, Colo.</td>
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<tr>
<td>Berry, Dick</td>
<td>WEDQ, Harrisburg, Ill.</td>
</tr>
<tr>
<td>Bettinson, Winslow</td>
<td>WHEB, Portsmouth, N. H.</td>
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<tr>
<td>Bohack, Bill</td>
<td>WPAT, Paterson, N. J.</td>
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<tr>
<td>Borne, Gladys</td>
<td>WISK, Butler, Pa.</td>
</tr>
<tr>
<td>Boyer, John</td>
<td>KTRB, Modesto, Calif.</td>
</tr>
<tr>
<td>Breen, Ed</td>
<td>KYFD, Fort Dodge, Ia.</td>
</tr>
<tr>
<td>Bright, Harry</td>
<td>WGBR, Goldsboro, N. C.</td>
</tr>
<tr>
<td>Brinkman, Harry</td>
<td>WTCM, Traverse City, Mich.</td>
</tr>
<tr>
<td>Bronson, George</td>
<td>WELI, New Haven, Conn.</td>
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<tr>
<td>Brown, Cecil</td>
<td>MBS.</td>
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<tr>
<td>Brown, DICK</td>
<td>WINN, Louisville, Ky.</td>
</tr>
<tr>
<td>Browne, Paul</td>
<td>WAIM, Anderson, S. C.</td>
</tr>
<tr>
<td>Browning, Bob</td>
<td>WKNY, Kingston, N. Y.</td>
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<tr>
<td>Bryan, Ralph</td>
<td>KYCV, Redding, Calif.</td>
</tr>
<tr>
<td>Bryson, John</td>
<td>Blue.</td>
</tr>
<tr>
<td>Bull, Robert</td>
<td>WSBT, South Bend, Ind.</td>
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<tr>
<td>Burdett, Winston</td>
<td>WJS, Italy and France</td>
</tr>
<tr>
<td>Burke, J. Frank</td>
<td>KPVD, Los Angeles, Calif.</td>
</tr>
<tr>
<td>Burns, Dick</td>
<td>WTTM, Trenton, N. J.</td>
</tr>
<tr>
<td>Butler, JAMES W.</td>
<td>WGBR, Goldsboro, N. C.</td>
</tr>
<tr>
<td>Byron, James</td>
<td>KHub, Waysonville, Calif.</td>
</tr>
</tbody>
</table>

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**C**

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<thead>
<tr>
<th>Commentator</th>
<th>Network, City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Caffey, Bob</td>
<td>WMC, Memphis, Tenn.</td>
</tr>
<tr>
<td>Cairns, Cy</td>
<td>CKRC, Winnipeg, Man., Can.</td>
</tr>
<tr>
<td>Calmer, Ned</td>
<td>CBS, New York City</td>
</tr>
<tr>
<td>Canaday, EWing</td>
<td>WKY, Oklahoma City, Okla.</td>
</tr>
<tr>
<td>Carlston, Hugo</td>
<td>KGO, San Francisco, Calif.</td>
</tr>
<tr>
<td>Carlston, Jr., Ted</td>
<td>KWIL, Albany, Ore.</td>
</tr>
<tr>
<td>Carter, Sheelah</td>
<td>KFEL, Denver, Colo.</td>
</tr>
<tr>
<td>Chambers, Lenoir</td>
<td>WTAR, Norfolk, Va.</td>
</tr>
<tr>
<td>Chapel, John K.</td>
<td>KROW, Oakland, Calif.</td>
</tr>
<tr>
<td>Charles, Lewis</td>
<td>WBO, New York, N. Y.</td>
</tr>
<tr>
<td>Charles, Henry (Free lance)</td>
<td>KFED, Los Angeles, Calif.</td>
</tr>
<tr>
<td>Chase, Milton</td>
<td>WLY, Cincinnati, O.</td>
</tr>
<tr>
<td>Childs, Ralph</td>
<td>KMA, Shenandoah, Ia.</td>
</tr>
<tr>
<td>Choate, Robert A.</td>
<td>KWFC, Hot Springs, Ark.</td>
</tr>
<tr>
<td>Christiansen, K.</td>
<td>KUSD, Vermillion, S. D.</td>
</tr>
<tr>
<td>Christopher, Robert</td>
<td>WMAN, Mansfield, O.</td>
</tr>
<tr>
<td>Clancy, Doris</td>
<td>CKOC, Hamilton, Ont., Can.</td>
</tr>
</tbody>
</table>

---

**Art Baker**

“Art Baker’s Note Book”

“Never Too Old”

Mutual Network
CLARK, HARRY
CBS

CLARK, HERBERT M.
Blue

CLAUSEN, MAJ. WALTER B.
WCKY, Cincinnati, O.

CLINTON, EARLE
WEIM, Fitchburg, Mass.

CLOSE, UPTON
NBC, World News Parade; KJZ, Los Angeles, Calif.

COCHRAN, RONALD V.
WHO-M, Jersey City, N. J.

COE, DONALD
Blue

COFFEE, DICK
KORN, Fremont, Neb.

COFFIN, PROF. HARRISON C.
WSNY, Schenectady, N. Y.

COFFIN, TRIS
CBS, Washington, D. C.

COGGESHALL, JOE
KOB, Albuquerque, N. M.

COLLINGWOOD, CHARLES
CBS, London & Western Front

COLLINS, LEONARD
WTTM, Trenton, N. J.

COMBS, GEORGE
H., JR.
WHN, New York, N. Y.

COMPTON, WALTER
MBS.

CONDON, GLENN
KTLU, Tulsa, Okla.

CONELLY, JOHN
WHAS, Louisville, Ky.

CONGER, LADY T.
KSOO, Sioux Falls, S. D.

CONWAY, STEWART
WBIR, Knoxville, Tenn.

COOK, H.
CKCK, Regina, Sask., Can.

COOK, IRA
CFI, Los Angeles, Calif., KMPC, Off the Record

COOLEY, LARRY
WBTA, Batavia, N. Y.

COOPER, JIM
WBNX, Columbus, O.

CORBETT, JIM
WNAX, Yankton, S. D.

CORCORAN, JOHN

CORLEY, ANN
KELD, El Dorado, Ark.

COSTELLO, BILL
CBS, Washington, D. C.

COTIGAN, HOWARD
KOL, Seattle, Wash.

COX, JR., HOUSTON
WCBL, Columbus, Miss.

CRAIG, CHARLES
KFXM, San Bernardino, Calif.

CRAKER, ERNEST
WMSL, Decatur, Ala.

CRAMER, TED
WKY, Oklahoma City, Okla.

CROOKS, WILLIAM
WFMI, Youngstown, O.

CULL, RICHARD
WHIO, Dayton, O.

CUMMINGS, BOB
KTVW, Yakima, Wash.

CUNNINGHAM, BILL
MBS.

CUNNINGHAM, P. H.
KWWC, Poplar Bluff, Mo.

CURTIS, E. H.
WIBW, Topeka, Kans.

CUZWARA, WILLIAM
WEDC, Chicago, Ill.

DEAL, JOHN H.
WHCU, Ithaca, N. Y.

DEAN, BOB
WHB, Kansas City, Mo.

DADDY, RAY
MBS.

DAILY, JOHN
CBS, New York City

DAWSON, R. L.
KBIZ, Ottumwa, Ia.

DAY, CHARLES
WGAR, Cleveland, O.

DAY, JACK
WFBR, Baltimore, Md.

DAVIDS, LOU
WFMI, Youngstown, O.

DAVIDSON, MEADE
WWRL, Woodside, N. Y.

DAVIES, DOUG
WTCN, Minneapolis-St. Paul, Minn.

DAVIS, REX
WCKY, Cincinnati, O.

DEBNAM, W. E.
WPTF, Raleigh, N. C.
NEWS COMMENTATORS

DECKER, LEON
Blue
DECKER, TOM
KALB, Portland, Ore.
DENISON, C. B.
WMRC, Greeneville, S. C.
DENMAN, JOHN
WJR, Detroit, Mich.
DESPARD, WILFRED
WHEC, Rochester, N. Y.
Dewald, DON
KREUZER, Waysonville, Calif.
Denison, C. B.
WMRC, Greenville, S. C.
PENMAN, JOHN
WJR, Detroit, Mich.
DESPARD, WILFRED
WHEC, Rochester, N. Y.
Dewald, DON
KREUZER, Waysonville, Calif.

EAGON, BRUCE
KRLD, Dallas, Texas
EATON, RICHARD
WMCA, New York, N. Y.
EDDY, MAXINE
KGFF, Shawnee, Okla.
EDMONDS, GEN. JAMES E.
WLO, Cincinnati, Ohio
EDWARDS, DOUGLAS
CBS, New York City
EDWARDS, FRANK
WIBC, Indianapolis, Ind.
EDWARDS, WEBLEY
CBS, South & Central Pacific
EGAN, LEO
WOR, New York, N. Y.
EID, LEIF
WRC, Washington, D. C.
ERINS, H. R.
WSYR, Syracuse, N. Y.
ELIOT, MAL. GEORGE F.
CBS, New York City
ELLIOTT, JIM
WHOM, Jersey City, N. J.
ELLIOTT, FRANKLIN
KORN, Fremont, Neb.
ERK, E. CHRISTY
WBYR, Waterbury, Conn.
EVANS, CLIFFORD
WLIB, New York, N. Y.
EVANS, ROBERT
CBS, Washington, D. C.
EWING, WILLIAM
Blue

FELDMAN, ARTHUR
Blue
FENGER, AUSTIN
KSFO, San Francisco, Calif.
FERGUSON, GENE
WEW, St. Louis, Mo.
FIDLER, JIMMY
Blue
FIELDING, CAPT. MICHAEL
WIND, Chicago, Ill.
FLANNERY, JANET
Blue

FLANNERY, HARRY W.
CBS

FLATAU, K. LOUIS
KMTR, Hollywood, Calif.
FLEG, JULIAN
WLAP, Lexington, Ky.
FLEISHER, NATHAN
FLEMING, DR. D. F.
WDAS, Philadelphia, Pa.
FORDYCE, GERRY
WGR, Louisville, Ky.
FORSYTH, JIM
WDSU, New Orleans, La.
FOSTER, CEDRIC
MBS
FOWLE, FARNSWORTH
CBS, Italy and France

JOHN B. KENNEDY
WJZ-BLUE Network
MGM ‘News Of The Day’
(United States and Canada)
400 Madison Ave. N. Y. C.

EDWIN C. HILL

807
NEWS COMMENTATORS

FOX, ALDEN L.
WHLD, Niagara Falls, N. Y.

FOX, ROBERT
WLBB, Bowling Green, Ky.

FRANK, HAROLD J.
WSLB, Ogdensburg, N. Y.

FRANK, VAL
WAAT, Newark, N. J.

FRANKLIN, BOB
KTKC, Visalia, Calif.

FRASER, GORDON
Blue

FRASER, JOHN S.
WOR, New York, N. Y.

FREEMAN, DR. DOUGLAS S.
WNJL, Richmond, Va.

FULTON, PAUL
KVOR, Tulsa, Okla.

FURNISS, WALTER
WOL, Columbus, O.

GAETH, ARTHUR
MBS

GAILMOR, WILLIAM S.
Blue

GAMBLING, JOHN
WOR, New York, N. Y.

GARDINER, DON
Blue

GARNER, PAT
KFPW, For Smith, Ark.

GAYMAN, L. VAUGHN
WKBB, Dubuque, Iowa

GEARY, WILLIAM
WBRK, Pittsfield, Mass.

GERAGHTY, LARRY
WAGM, Presque Isle, Me.

GIBBONS, THOMAS
WPIG, Sharon, Pa.

GIVEN, KEN D.
WLBB, Bowling Green, Ky.

GLADSTONE, HENRY
WOR, New York, N. Y.

GODWIN, EARL
Blue

GOERCH, CARL
WPTF, Raleigh, N. C.

GOREN, OSCAR
WEDG, New York, N. Y.

GOW, GEORGE
KFH, Wichita, Kans.

GRACEY, BILL
KTKC, Visalia, Calif.

GRAHAM, BILL
WDBY, Minneapolis-St. Paul, Minn.

GRANT, AUSTIN
WWJ, Detroit, Mich.

GRANT, DOUG
WMT, Cedar Rapids, Iowa

GRANVILLE, CHARLES
KFAI, Los Angeles, Calif.

GREEN, LORNE
CKY, Toronto, Ont., Can.

GREGORY, MARK
WJR, Detroit, Mich.

GRIER, HARRY
KTH, Houston, Texas

GRIFFIN, ALEXANDER
MBS

GRISWOLD, GEORGE
WTMA, Charleston, S. C.

GROSS, H. R.
KKXL, Waterloo, Iowa

GROVE, ROY
WTTM, Trenton, N. J.

GROVER, TED
WBYN, Brooklyn, N. Y.

GWYNN, EDITH
NBC, Rudy Vallee Show

H

HAAS, THEODORE
KOIL, Omaha, Neb.

HAGEMAN, H.
WADC, Akron, O.

HALE, ARTHUR
MBS.

HALL, FRED
WDSU, New Orleans, La.

HANLON, TOM
KNX, Los Angeles, Calif.

HANNA, ROBERT
KGKJ, Los Angeles, Calif.

HAMILTON, DICK
WAPO, Chattanooga, Tenn.

HANSON, BOB
KSFQ, San Francisco, Calif.

HARKNESS, RICHARD
NBC, Washington, D. C.

HARPER, HUGH
WSAM, Saginaw, Mich.

THE EDITORIAL SLANT OF THE NEWS

Eighth year as featured News Commentator—WHN.
HARRINGTON, JOHN  
KOB, Albuquerque, N. M.

HARRINGTON, NORMAN  
KGLU, Safford, Ariz.

HARRIS, FRANCIS  
WWJ, Detroit, Mich.

HARRIS, JAMES LIONEL  
KFI, Los Angeles, Calif.

HART, W. M.  
WPAX, Portsmouth, O.

HARWOOD, GEOFFREY  
WBZ-WEZ, Boston, Mass.

HAVRILLA, ALOIS  
WHOM, New York

HEAD, CLOYD  
WMAQ, Chicago, Ill.

HEALEY, JAMES T.  
WSNY, Schenectady, N. Y.

HEATTER, GABRIEL  
MBS

HEIMRICH, GEORGE  
KFXM, San Bernardino, Calif.

HELGESEN, RAY  
KTUC, Tucson, Ariz.

HENDRICKS, GEORGE  
KFXX, San Bernardino, Calif.

HENLEY, RAY  
Blue, Washington, D. C.

HENRY, BILL  
CBS, Washington, D. C.

HENRY, DICK  
WOOD, Grand Rapids, Mich.

HILL, EDWIN C.  
CBS, Human Side of News

HILLMAN, WILLIAM  
Blue, Washington, D. C.

HIN, GIL  
WLS, Chicago, Ill.

HODGES, CHARLES  
KXOK, St. Louis, Mo.

HODGES, DR. FREDERICK A.  
WBEN, Buffalo, N. Y.

HOLCOMB, GRANT  
CBS, New York

HOLT, FRED  
WOWO, Ft. Wayne, Ind.

HOOKER, JOE  
WLAV, Grand Rapids, Mich.

HOPKINS, A. F.  
WJZ, Grand Rapids, Mich.

HOPKINS, DON  
WIBW, Topeka, Kans.

HOPKINS, WES.  
WTTM, Trenton, N. J.

HOPPER, HEDEDA  
Blue, Hollywood, Calif.

HORN, ROBERT  
WMAN, Mansfield, Ohio.

HOTTLET, RICHARD  
WSB, Boston.

HOWARD, ALLIE  
WSPR, Springfield, Mass.

HOWE, QUINCY  
CBS, New York.

HODGE, DR. FREDERICK A.  
WBEN, Buffalo, N. Y.

HUGG, JEFF  
WDSF, New Orleans, La.

HUGHES, BERTRAM  
KXOK, St. Louis, Mo.

HUGHES, JOHN B.  
KFWB, Los Angeles, Calif.

HULLINGER, BETTY  
KXCV, Redding, Calif.

HUNTER, JIM  
CFRF, Toronto, Can.

HURLEIGH, ROBERT "Bob"  
WBBM, Chicago, Ill.

J

JACKSON, ALLAN  
CBS, New York.

JACOB, HANS  
WOW, New York.

JACOBS, TOM  
KTRH, Houston, Tex.

JAMES, STEPHENS  
WEEI, Boston, Mass.

JAY, HARRY M.  
WLOR, Lima, Ohio.

BILL PENNELL  
"dispatch from reuters"  
KFWB — 8:00 p.m. FWT
<table>
<thead>
<tr>
<th>Name</th>
<th>Station/Location</th>
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<tbody>
<tr>
<td>Johnson, Ava</td>
<td>KXEL, Waterloo, Iowa</td>
</tr>
<tr>
<td>Johnson, Frank</td>
<td>KQW, San Jose, Calif.</td>
</tr>
<tr>
<td>Johnson, Fred</td>
<td>CKWS, Kingston, Can.</td>
</tr>
<tr>
<td>Johnson, Ted</td>
<td>KFBI, Wichita, Kans.</td>
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<tr>
<td>Johnson, Glen</td>
<td>WHOP, Hopkinsville, Ky.</td>
</tr>
<tr>
<td>Johnson, Philip N.</td>
<td>WHEB, Portsmouth, N. H.</td>
</tr>
<tr>
<td>Kaufman, Louis</td>
<td>KQV, Pittsburgh, Pa.</td>
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<tr>
<td>Kearns, Joseph</td>
<td>CBS</td>
</tr>
<tr>
<td>Kelley, Boyd</td>
<td>KPJZ, Ft. Worth, Tex.</td>
</tr>
<tr>
<td>Kelly, Joseph</td>
<td>WHDH, Boston, Mass.</td>
</tr>
<tr>
<td>Kennedy, John B.</td>
<td>Blue, New York.</td>
</tr>
<tr>
<td>Kenney, Fred</td>
<td>WROL, Knoxville, Tenn.</td>
</tr>
<tr>
<td>Kent, John</td>
<td>WWL, New Orleans, La.</td>
</tr>
<tr>
<td>Kent, Robert</td>
<td>WHIS, Bluefield, W. Va.</td>
</tr>
<tr>
<td>Kessler, David E.</td>
<td>WHAM, Rochester, N. Y.</td>
</tr>
<tr>
<td>Kierman, Ray</td>
<td>WEEI, Boston, Mass.</td>
</tr>
<tr>
<td>Kierman, Walter</td>
<td>Blue, New York.</td>
</tr>
<tr>
<td>Kilgore, Shirley</td>
<td>WDSU, New Orleans, La.</td>
</tr>
<tr>
<td>Kingdon, Dr. Frank</td>
<td>WMCA, New York.</td>
</tr>
<tr>
<td>Kingsbury, Gilbert</td>
<td>WLW, Cincinnati, Ohio.</td>
</tr>
<tr>
<td>King, Cy</td>
<td>WEBS, Buffalo, N. Y.</td>
</tr>
<tr>
<td>Knell, Jack</td>
<td>WET, Charlotte, N. C.</td>
</tr>
<tr>
<td>Knutson, Milo</td>
<td>KFBI, Wiesota, Kans.</td>
</tr>
<tr>
<td>Krogelch, Hubert</td>
<td>WSPR, Springfield, Mass.</td>
</tr>
<tr>
<td>Kresbach, E.</td>
<td>KGCE, Sidney, Mont.</td>
</tr>
<tr>
<td>Lacey, Ernest</td>
<td>WSON, Henderson, Ky.</td>
</tr>
<tr>
<td>Lacey, Hecht S.</td>
<td>WSNO, Henderson, Ky.</td>
</tr>
<tr>
<td>Lacy, Jack</td>
<td>KOKO, La Junta, Colo.</td>
</tr>
<tr>
<td>Lamb, Britt</td>
<td>WLYA, Muscle Shoals City, Ala.</td>
</tr>
<tr>
<td>Lane, Dick</td>
<td>KFBC, Cheyenne, Wyo.</td>
</tr>
<tr>
<td>Lang, William</td>
<td>NBS</td>
</tr>
<tr>
<td>Larson, Whitey</td>
<td>WNAX, Yankton, S. D.</td>
</tr>
<tr>
<td>Latham, Jack</td>
<td>KFI, Los Angeles, Calif.</td>
</tr>
<tr>
<td>Law, Ed</td>
<td>KODY, North Platte, Neb.</td>
</tr>
<tr>
<td>Law, Glen</td>
<td>KQW, Des Moines, Iowa.</td>
</tr>
<tr>
<td>Lawton, Fleetwood</td>
<td>KMJ, Fresno, Calif.</td>
</tr>
<tr>
<td>Lee, Donna</td>
<td>WTMY, East St. Louis, Ill.</td>
</tr>
<tr>
<td>Lee, Mary D.</td>
<td>KGFF, Shawnee, Okla.</td>
</tr>
<tr>
<td>Lee, Ted</td>
<td>WISH, Indianapolis, Ind.</td>
</tr>
<tr>
<td>Leinert, Tim</td>
<td>CBS</td>
</tr>
<tr>
<td>Leitch, Albert</td>
<td>CBS</td>
</tr>
<tr>
<td>Leonard, Joseph J.</td>
<td>CBS</td>
</tr>
<tr>
<td>Leslie, John</td>
<td>WOW, Omaha, Neb.</td>
</tr>
<tr>
<td>Lesieur, Larry</td>
<td>CBS</td>
</tr>
<tr>
<td>Lewis, Don</td>
<td>WWL, New Orleans, La.</td>
</tr>
<tr>
<td>Lewis, Ervin</td>
<td>WLS, Chicago, Ill.</td>
</tr>
<tr>
<td>Lewis, R. P.</td>
<td>MBS</td>
</tr>
<tr>
<td>Lewis, R. P.</td>
<td>KOKO, La Junta, Colo.</td>
</tr>
</tbody>
</table>

**LYLE VAN**

News Analyst

**DON LEE—MUTUAL**

WEAF's "11 p.m. Newscaster" (Sponsored by Bond Clothes and RKO Theaters)

Anouncing the "H. V. Kaltenborn News" program for the Pure Oil Co. N.B.C.
LINDER, MORTON
WSBT, South Bend, Ind.
LITTLEHALES, ELMER
KAST, Astoria, Ore.
LLOYD, ROBERT E.
KOB, Albuquerque, N. M.
LONG, BET
WCOL, Columbus, Ohio.
LONG, RUSS
WCSC, Charleston, S. C.
LONGMIRE, CAREY
WLDB, New York, N. Y.
LYNCH, CEIL
KTRB, Modesto, Calif.

M:
MacDONNELL, DAN
CBS.
MacFARLANE, DAVID L.
KTSW, Emporia, Kans.
MacFARLANE, JAN ROSS
WITH, Baltimore, Md.
MAGUIRE, DICK
KQW, San Jose, Calif.
MALONE, TED
Bire.
MANN, NED
WEH, Cleveland, Ohio.
MANUEL, KEN
WWJ, Detroit, Mich.
MARBLE, HARRY
CBS.
MATHIS, LYLE
KVOC, Redding, Calif.
MARTIN, JAMES
WQAR, Cleveland, Ohio.
MARTYN, GIL
Blue.

MARX, JERRY
KOMA, Oklahoma City, Okla.
MacLEAN, JOHN
WHEC, Rochester, N. Y.
MAHONEY, RALPH
KOY, Phoenix, Ariz.
MASON, ART
KMPK, Bakersfield, Calif.
MSE, ROBERT
Blue.
MAY, EARL
KMS, Shenandoah, Iowa.
McCARTHY, JIM
CBS, Washington, D. C.
McCRAIN, BILL
WBRC, Birmingham, Ala.
McCARTHY, TOM
WKRC, Cincinnati, Ohio.
McCORMICK, ROBERT
WRC, Washington, D. C.
McDOWELL, JOHN
WAPI, Birmingham, Ala.
McDONALD, ARCH
WTOP, Washington, D. C.
McDONALD, IRVING T.
WEEL, Boston, Mass.
McDILL, J. H.
KZMI, Pueblo, Colo.
MCKEE, ALLAN
KFWC, Los Angeles, Calif.
McCLURE, KEN
WOAL, San Antonio, Tex.
McELVEEN, MOODY
WCCO, Columbia, S. C.
McMURRAY, EMET H.
WJPR, Greenville, Miss.
McPHERSON, G. A.
WDOD, Chattanooga, Tenn.
McTIGUE, HARRY
WNN, Louisville, Ky.
MEISTER, DON
WDSU, New Orleans, La.

MEYERS, TED
KFI, Los Angeles, Calif.

MICKELSON, SIEGFRIED
WCCO, Minneapolis, Minn.
MILLER, DAVID L.
WAT, Newark, N. J.
MILLER, KENT
KVOO, Tulsa, Okla.

MILLER, MARVIN
Hollywood.

MILLS, DR. LENNOX
WCCO, Minneapolis, Minn.
MITCHELL, DAVE
KTUL, Tulsa, Okla.
MITCHELL, EMMETT
WMAQ, Chicago, Ill.
MONROE, JIM
KOMO, Kansas City, Mo.
MONROE, WILSON
KTTC, Visalia, Calif.
MONTANO, CARLOS
KPHO, Phoenix, Ariz.
MOORAD, GEORGE
CBS, Moscow.
MOORE, DAVE
KLS, Oakland, Calif.
MORGAN, THOMAS
WOR, New York, N. Y.

Announcer—News Commentator
KFI - NBC

BOB SWAN

Management
M.C.A.
MORROW, JOHN
WISH, Indianapolis, Ind.
MORSE, TONY
KOQ, San Francisco, Calif.
MOSELEY, SYDNEY
WOR, New York, N.Y.
MOWRER, EDGAR ANSEL
WMCA, New York, N.Y.
MUELLER, MARYN
Blue.
MULSHILL, GEORGE
KGUO, Missoula, Mont.
MURRAY, JOHNNY
KFI, Los Angeles, Calif.
MURROW, EDWARD R.
CBS, London.
MUYERS, ROBERT
WMBH, Joplin, Mo.

— N —
NABORS, TED
KTRH, Houston, Tex.
NASH, R. J.
KRNT, Des Moines, Iowa.
NEAL, BOB
WJIM, Lansing, Mich.
NEFF, ERNIE
WCAE, Pittsburgh, Pa.
NEITHAMER, LT. COL. WM.
KTES, San Antonio, Tex.
NEWKIRK, ALFRED B.
WICA, Ashtabula, Ohio.

— O —
ODELL, STUART, JR.
WHLN, Harlan, Ky.
O'NEILL, EDWARD G.
WGNY, Newburgh, N.Y.
O'NEILL, JIMMY
KOKN, Fremont, Neb.
OPPER, FREDERICK B.
Blue.
ORE, JOHN T.
WHBQ, Memphis, Tenn.
OTTO, BOB
WKRC, Cincinnati, Ohio.
OWIITT, RAY
WMRN, Marion, Ohio.

— P —
PAGE, NORMAN
Blue.
PARKER, JACK
WJIM, Lansing, Mich.
PARKER, ROBERT
WLW, Cincinnati, Ohio.
PARLIN, AL
WHED, Columbus, Ohio.
PARSONS, LOUELLA
Blue.
PATTERSON, PAT
WMY, Cedar Rapids, Iowa.
PAULSON, ROBERT
KATE, Albert Lea, Minn.
PEARCHER, GWENDOLYN
KXX, Los Angeles, Calif.
PEARSON, DREW
Blue, Washington, D.C.
PEARSON, LEON
WMCA, New York.
PECK, HARRY
KOIL, Omaha, Neb.

PENNELL, BILL
KFVR, Los Angeles, Calif.
PERKINS, DR. DEXTER
WHEC, Rochester, N.Y.
PETERS, HAROLD
Blue.
PETERS, KEN
KXMS, Santa Barbara, Calif.
PLACE, LOU
KGET, Los Angeles, Calif.
PLIMMER, DENIS
WQXR, New York, N.Y.
POBER, MICHAEL
WQXR, New York, N.Y.
POLLOCK, REED
KDON, Monterey, Calif.
POPE, RUSSELL
KCV, Redding, Calif.
PORTMAN, DAVID
WFAS, White Plains, N.Y.
PRESS, CARL
WKRC, Cincinnati, Ohio.

PRINGLE, NELSON
Columbia, Pacific Coast.

PRYOR, DON
CBS, Washington.

RALEIGH, JOHN
WCCO, Minneapolis, Minn.
NEWS COMMENTATORS

REA, ROBBY
WLAY, Muscle Shoals City, Ala.

READ, HARLAN E.
WBBM, Chicago, Ill.

READ, LAWRENCE
WEXL, Royal Oak, Mich.

REDEEN, ROBERT L.
WOC, Davenport, Iowa.

REILLY, ARTHUR
WLW, Cincinnati, Ohio.

REPAID, BILLY
MBS, Washington, D. C.

REPAID, HAL
WLJB, Detroit, Mich.

REYNOLDS, CARROLL
WHOT, South Bend, Ind.

RICHARDSON, H. LARRY
WIBC, Indianapolis, Ind.

RICHMOND, R. W.
WHRK, Akron, Ohio.

RIDER, GENE
CBS.

RIPPETOE, WM. F.
WBOW, Terre Haute, Ind.

RISS, DANIEL
WLW, Cincinnati, Ohio.

ROBATOR, HARRY
WMAS, Springfield, Mass.

ROBERTS, CLETE
Blue.

ROBERTS, LEON
WJTN, Jamestown, N. Y.

ROBINSON, H. L.
KGNC, Amarillo, Tex.

ROBINSON, PRESCOTT
WOR, New York.

ROBY, VIC.
KOA, Denver, Colo.

ROCHE, WILLIAM
WFEK, Baltimore, Md.

ROE, RUSSELL
KFAM, St. Cloud, Minn.

ROGER, SYDNEY
KSFQ, San Francisco, Calif.

ROSE, ROB
WOOD, Grand Rapids, Mich.

ROWE, FLO BEACH
WSBE, Ogden, Utah, N. Y.

RUGH, VIC
KANS, Wichita, Kans.

RUKEYSER, MERRILLE
STANLEY
NBC—CBS.

RYKARD, BRIM
WJS, Columbia, S. C.

SACHAR, DR. A. L.
WOR, New York.

SANDERS, WAYNE A.
KTUC, Tucson, Ariz.

SANDERS, WILLIAM L.
WHO, Dayton, Ohio.

SANTEE, PAUL
KKXL, Waterloo, Iowa.

SARGENT, L. F.
WEER, Boston, Mass.

SCHWARTZ, JULIAN
WSRR, Stamford, Conn.

SCHENKER, ANDRE
WTIC, Hartford, Conn.

SCHNEIDER, ALBERT F.
WSPD, Toledo, Ohio.

SCHOOOLEY, IVAN
KOA, Denver, Colo.

SCHUBERT, PAUL
MBS, New York.

SCHOOLER, ZVEE
WEVD, New York, N. Y.

SCOTT, ARTHUR J.
WCP, Boston, Mass.

SCOTT, CHARLES P.
KTKE, Visalia, Calif.

SCOTT, CREIGHTON
Blue.

SCOTT, JOHN
KRGB, Abilene, Tex.

SEIFERD, CHARLES
KWTO, Springfield, Mo.

SERIO, LISA
WQXR, Blue, New York, N. Y.

SEVARED, ERIC
CBS, London.

SHADELL, WILLARD
CBS, London.

SHARPE, VIRGIL
KOIL, Omaha, Neb.

SHAW, BRUNO
WJZ, New York.

SHEDD, EDWARD
KTRM, Santa Barbara, Calif.

FOR QUALITY
AP!

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by IRWIN ALLEN

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HOLLYWOOD INSIDE OUT!

• Behind the Camera
• Star Interviews
• The Inside Story

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and the Hollywood Merry-Go-Round
IN HOLLYWOOD:
KMTR—570 Kc.

IN CHICAGO:
WAAAF—950 Kc.
SWING, RAYMOND

Blue.

— T —

TABOIS, GENEVIEVE
WQXR, New York, N. Y.

TARKINSON, CHARLES
WHDH, Boston, Mass.

TAYLOR, DON
WLAC, Nashville, Tenn.

TIGHE, LAWRENCE
Blue.

TOBIN, JOE
WIN, New York, N. Y.

U —

UBELEHART, JAMES W.
WSPD, Toledo, Ohio.

USHER, ROY
CKUA, Edmonton, Can.

UTLEY, CLIFTON
WMAQ, Chicago, Ill.

V —

VAN de VEER, McCLELLAN
WSGN, Birmingham, Ala.

VAN, LYLE
WEAF.

VANDEVENTER, FRED
WOR, New York.

VAN DYKE, RUSSELL
WXNN, Yankton, S. D.

VAN VOORHEES, WESTBROOK
Blue.

VAUGHN, EDDIE
KMA, Shenandoah, Iowa.

VADEBONEUR, E. R.
WSYR, Syracuse, N. Y.

VEILE, LESTER
WQXR, New York, N. Y.

W —

WAGES, JOHN
KPHO, Phoenix, Ariz.

WARE, MRS. SIDNEY
KROW, Oakland, Calif.

WALLACE, EDWARD
WTAM, Cleveland, Ohio.

WALRATH, WALTER W.
WICA, Ashtabula, Ohio.

WALSH, J. RAYMOND
WMCA, New York, N. Y.

WALTON, SIDNEY
WHN, New York, N. Y.

WALLACE, BOB
WADC, Akron, Ohio.

WAYNE, CARTER
WHK, Cleveland, Ohio.

WEATHERWAX, JACK
CJRL, Kirkland Lake, Can.

WEAVER, BEN
KSHO, Santa Rosa, Calif.

WENTWORTH, RUTH
KECA, Los Angeles, Calif.

WESP, MILFORD
WBN, Buffalo, N. Y.

WHITLOCK, BILL
WLAV, Grand Rapids, Mich.

WILLIAMS, DON
WADC, Akron, Ohio.

WILLIAMS, GLENN
WAGE, Syracuse, N. Y.

WILLIAMS, TOD
WHN, New York, N. Y.

WILLS, DAVID
Blue.

WILSON, DON
KOTA, Rapid City, S. D.

WILSON, GEORGE E.
KWTQ, Springfield, Mo.

WILSON, HOWARD
KSLM, Salem, Ore.

WILSON, JIMMIE
WAPI, Birmingham, Ala.

WILSON, LIVELY
WLBL, Bowling Green, Ky.

WILSON, STU.
KJU, Hollywood, Calif.

WINCHELL, WALTER
Blue.

WOLPERS, ALLAN
KWOC, Popular Bluff, Mo.

WOOD, HARRISON
Don Lee, MBS.

WOOD, LARRY
KJH, Hollywood, Calif.

WOOLFRIES, ANDY
WMT, Cedar Rapids, Iowa.

WORDEN, RALPH
WGAR, Cleveland, Ohio.

— Y —

YERKA, TED
KFI, Los Angeles, Calif.

YOUNG, EARL
WLAY, Muscle Shoals, Ala.

YOUNG, MURRAY
WHK, Cleveland, Ohio.

— Z —

ZEANAH, CHARLES
WSFA, Montgomery, Ala.

ZEGGIN, JACK
WING, Dayton, Ohio.

ZIEBARTH, E. W.
WLB, Minneapolis, Minn.
Sports Commentators
—their work during 1944

-A-
ADAMS, FELIX
WISH, Indianapolis, Ind.

ALBERTY, BOB
WHBQ, Memphis, Tenn.

ALDEN, JERRY
WJIN, Bridgeston, N. J.

ALLEN, MEL
U. S. Army.

AMES, DON
KKEL, Waterloo, Iowa.

ANDERSON, VINCENT
WKLA, Ludington, Mich.

ARTHUR, FRANK
KROW, Oakland, Calif.

AUSTIN, JERRY
WINS, New York, N. Y.

-B-
BAGWELL, WENDELL
KVOP, Plainview, Tex.

BARBER, RED
WBI, Mutual, New York, N. Y.

BARKER, EDMUND
KMAC, San Antonio, Tex.

BARLOW, JAY
WHZN, Harlan, Ky.

BASEL, MARION
WGSTV, Charleston, W. Va.

BERGMAN, ARTHUR J. (Dutch)
WRC, Washington, D. C.

BERKOWITZ, MILTON
WHTD, Hartford, Conn.

BETTINSON, WINSLOW
WHEB, Portsmouth, N. H.

BIRD, CHARLES
WKBZ, Muskegon, Mich.

BISHOP, BURTON
KTEM, Temple, Tex.

BLAIR, HOWARD "Red"
KTTS, Springfield, Mo.

BLOOM, MARVIN
WCED, Dubois, Pa.

BOCHMAN, BILL
WCOS, Columbia, S. C.

BOLAND, JOE
WSBT, South Bend, Ind.

BOYD, TRENT
WSIX, Nashville, Tenn.

BOZEMAN, JERRY
KRMK, Shreveport, La.

BRADT, BILL
WGY, Schenectady, N. Y.

BRENGEL, BILL
WWL, New Orleans, La.

BRICKHOUSE, JACK
WGN, Chicago, Ill.

BRISTER, BOB
KELA, Centralia, Wash.

BURICK, SI
WHO, Dayton, Ohio.

BUTLER, JOHNNY
WHK, Cleveland, Ohio.

BUTTON, DAVE
KODY, North Platte, Neb.

-C-
CAIN, DOYLE
KFXD, Nampa, Idaho.

CAMPBELL, DICK
KOME, Tulsa, Okla.

CAMPOFREDA, NICK
WEVR, Baltimore, Md.

CARAY, HARRY
KXOK, St. Louis, Mo.

CARLE, LEN
WFAI, Parkersburg, W. Va.

CARSON, TOM
WJIM, Lansing, Mich.

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CASE, JOHN G.
WWNY, Watertown, N. Y.
CAYE, WALT
KMJ, Fresno, Calif.
CAVERLEE, DR. ROBERT
WPVA, Fredericksburg, Va.
CHAPMAN, ROY T.
KTSI, El Paso, Tex.
CHARVAT, JACK
KTUL, Tulsa, Okla.
CHILDs, LELAND
WSPA, Montgomery, Ala.
CHRISTIE, GEORGE
WFFA, Manchester, N. H.
CHRYSDALE, JOE
CKKEY, Toronto, Ont., Can.
CHYTIL, JOE
KELA, Centralia, Wash.
CLARK, J. B.
WBT, Charlotte, N. C.
CLEVELAND, HOWARD
KVEC, San Luis Obispo, Calif.
COFFEE, R.
WAIM, Anderson, S. C.
COHAN, JOHN
KNET, Palestine, Tex.
COLLINS, RAY
KORE, Eugene, Ore.
COLON, JACK
KALE, Portland, Ore.
CONDRON, STUART
KGNc, Amarillo, Tex.
CONRAD, BOB
WWL, New Orleans, La.
COOKE, BOB
CJIL, Kenora, Ont., Can.
CORBIN, BILL
WWRL, Woodside, N. Y.
CORNISH, WORTHEN
WGAN, Portland, Ore.
CORRAY, FRED
WLL, Urbana, Ill.
COSTIN, JIM
WSBT, South Bend, Ind.
COULTER, E. C.
KFBI, Wichita, Kans.
COYAN, COLEY
WSON, Henderson, Ky.
COX, JR., HOUSTON
WUBI, Columbus, Miss.
CRABTREE, CHIC
KFPI, Twin Falls, Idaho.
CROMAR, FRANK
WHOT, South Bend, Ind.
CROWE, MARTIN
KEJE, Marshalltown, Iowa.
CRUM, BILL
WCHS, Charleston, W. Va.
CUDD, JOE
KMLB, Monroe, La.
CULLEN, BERT
CHEX, Peterborough, Ont., Can.
CUMMISKIE, JOE
WHOM, Jersey City, N. J.
DAELEY, JOHN
KOVc, Valley City, N. D.
DAILEY, TOM
WOW, Omaha, Neb.
DARROW, JACK
WSBT, Steubenville, Ohio.
DAVIS, JACK
WALL, Middletown, N. Y.
DAVIS, JACK
WCAU, Philadelphia, Pa.
DAVIS, JACK
WEAU, Eau Claire, Wis.
DAVISON, R.
WAJM, Anderson, S. C.
DAWSON, R. L.
KRIZ, Ottumwa, Iowa.
DELMONT, JAMES
KATE, Albert Lea, Minn.
DESCARREAUx, MAURICE
CHIC, Quebec, Quebec, Can.
DEHL1, BILL
WGH, Newport News, Va.
DIETZEN, JOHN
WDAN, Danville, Ill.
DOAN, BOB
WHBF, Rock Island, Ill.
DOLAN, JIMMY
CBS
DOMAS, ROLAND
WMAS, Springfield, Mass.
DONALDSON, AL
KOMA, Oklahoma City, Okla.
DONOVAN, BOB
KGPY, Spokane, Wash.
DUKE, PAUL
WMBG, Richmond, Va.
DUNBAR, JIM
WHO, Portsmouth, N. H.
DUNCAN, AL
CJIL, Kirkland Lake, Ont., Can.
DUNPHY, DON
WINS, New York, N. Y.
DWER, DAVID
WOLF, Syracuse, N. Y.
DYER, “BILL”
WTKI, Baltimore, Md.
DYER, HAROLD F.
WOSH, Portland, Me.
EADE, JOSEPH K.
WHDL, Olean, N. Y.
SPORTS COMMENTATORS

MANNING, TOM
W TAM, Cleveland, O.
MARGET, M. M.
XO, Northfield, Minn.
MARKEY, ARTHUR
WJAR, Providence, R. I.
MARKWARD, BILLY
MARTIN, CHARLES
WIJN, Racine, Wis.
MARTIN, J. S.
WKBH, La Crosse, Wis.
MARTIN, NAT
WHV, Charlottesville, Va.
MASON, AL
WBIT, Batavia, N. Y.
MATTISON, CHARLES
WCIH, Chicago.
MCANN, TOM
WHOP, Hopkinsville, Ky.
MCCANN, DICK
WHK, Omaha, Neb.
MCCARTHY, CLEM
WHN, New York, N. Y., NBC
MCCARTY, DICK
WKNY, Kingston, N. Y.
MCCULLAND, PAUL
KHHM, Hammond, Mo.
MCULLOUGH, TOM
WJZ, Detroit, Mich.
MCDONALD, BOB
KRGY, Wesleyaco, Tex.
MCDONALD, JACK
MX, Oakland, Calif.
MCFARLAND, BRUCE
CKGB, Timmins, Ont., Can.
MCFARLANE, BILL
WPJR, Greenville, Miss.
MCKEE, HERMAN
WCHS, Hollywood, Fla.
MCKITE, WES
CFBE, Toronto, Ont., Can.
MCE 
CMLEN, NORMAN A.
WRRN, Warren, O.
MCLENNON, STONEY
WIP, Philadelphia, Pa.
MEAHON, BILL
WSYR, Syracuse, N. Y.
MITCHELL, HARRY
WINN, Louisville, Ky.
MILLER, JIMMY
KWFC, Hot Springs, Ark.
MERRIN, RICHARD
WMAN, Mansfield, O.
MIFSUD, PAUL
KMAC, San Antonio, Tex.
MILLARD, HOWARD V.
KJOY, Detroit, Ill.
MILLER, OMER
WPAY, Portsmouth, O.
MILLER, PAUL J.
WCHS, Wheeling, W. Va.
MITCHELL, JOHN
KGFW, Kearney, Neb.
MOOREHEAD, THOMAS
MORLEY, BERNARD S.
WHCU, Ithaca, N. Y.
MORRIS, JAMES M.
KOAC, Corvalis, Ore.
MORRIS, TRUMAN
WOML, Owensboro, Ky.
MORRISON, A.
CKRC, Winnipeg, Man., Can.
MORRISON, GARRY
WPIT, Raleigh, N. C.
MORTON, EARL
CHNS, Halifax, N. S., Can.
MULHALL, ROBERT
WOL, Ames, Iowa.
MURPHY, JAC
KVOR, Colorado Springs, Colo.
MURPHY, FRANKY
WIBG, Philadelphia, Pa.

NELSON, TANK
WBBB, Burlington, N. C.

NESBITT, DICK
WKRC, Cincinnati, O.
NOBLE, DEKE
WKMO, Kokomo, Ind.
NOBLES, GENE
WLAC, Nashville, Tenn.
NOLAN, JOE
WOKO, Albany, N. Y.
NORMAN, H.
KFW, Wichita, Kans.
NORMAN, NEIL
WIL, St. Louis, Mo.
— O —
O'BRIEN, JOE
WMCA, New York, N. Y.
O'BRIEN, SHERRY
OFFICER, JIM
WDAR, Phoenix, Ariz.
O'HALLERON, PAT
KTYW, Yakima, Wash.
O'HARA, JOHN
KFWK, St. Louis, Mo.
O'NEIL, JIMMY
KORN, Fremont, Neb.
OSTROM, JOHN
WSC, Charleston, S. C.
OWENS, MAURICE P.
WROX, Rockford, Ill.

— P —
PAGET, JOE
KZJU, Abilene, Minn.
PARISH, GUY
WEBQ, Harrisburg, Ill.
PARKES, HAL
KROW, Oakland, Calif.
PARSONS, BEN
WJHO, Oneida, Kans.
PARSONS, MARSHALL
WBBR, Birmingham, Ala.
PATTERSON, PAT
WMT, Cedar Rapids, Waterloo, Iowa.
PEPE, JOHNNY
WPIC, Sharon, Pa.
PETERS, KEN
KMTS, Santa Barbara, Calif.
EDMUND, P. C.
CBV, Quebec, Que., Can.
PORDIER, W. H., JR.
WJAY, Charlotte, N. C.
Poucher, WAYNE
WLSJ, Roanoke, Va.
Powers, PERCY
WLSI, Jackson, Miss.
PRICE, D.
KGX, Sidney, Mont.
PRINCE, ROBERT
WJAS, Pittsburgh, Pa.
PURCELL, JIM
KVAK, Atchison, Kans.

— Q —
QUIGLEY, E. C.
WIBW, Topeka, Kans.
QUINTON, CHARLES
KGFF, Shreveport, La.

— R —
RAUBACHER, GEORGE
WCLO, Janesville, Wis.
REEVE, RAY
WRL, Raleigh, N. C.
REILLEY, SPEED
KLX, Oakland, Calif.
REINHARD, HARRY
WCAU, Philadelphia, Pa.
RENICK, JIM
WCOL, Columbus, O.
REYNOLDS, BOB
WEFM, Fitchburg, Mass.
KILEY, DON
WCAO, Baltimore, Md.
ROBERTSON, JIM
KSON, Henderson, Ky.
FILL, PHIL
WGBR, Goldsboro, N. C.
ROTHMUR, BILL
WSYR, Syracuse, N. Y.
ROUSE, M.
RUGH, VIC
KANS, Wichita, Kans.

S

SAAM, BYRUM
WIBG, Philadelphia, Pa.
SANDY, MIKE
KΤΧ, West Islip, N. Y.
SARGEANT, ARTHUR
WSLS, Roanoke, Va.
SCHMIDT, RALPH
WTMY, E. St. Louis, Mo.
SCHREIBER, MARK
KMYR, Denver, Colo.
SCHULTZ, JERRY
KFUN, Las Vegas, N. M.
SCHULTZ, FRED
KXIO, El Centro, Calif.
SCHULTZ, JERRY
KPRC, Houston, Tex.
SCOTT, CHARLES P.
KTTO, Visalia, Calif.
SEARLES, NEIL
WEMP, Milwaukee, Wisc.
SEAVEY, CECIL
KOA, Denver, Colo.
SEXTON, MORGAN
KROS, Clinton, Iowa
SHAFER, MAX J.
WIBU, Anderson, Ind.
SHUFT, ROY
WTRY, Troy, N. Y.
SHUGRIE, LEO
WNAB, Bridgeport, Conn.
SIMMONS, WM. T.
WLS, Columbus, S. C.
SIMS, EDDIE
KNOW, Austin, Tex.
SLATER, BILL
MBS
SLATER, IVAN
CHPS, Parry Sound, Ont., Can.
SMITH, BOB
WOOD, Grand Rapids, Mich.
SMITH, DEAN
WTRC, Elkhart, Ind.
SMITH, FRED
KWAJ, Vincennes, Ind.
SMITH, LEE
WSRR, Stamford, Conn.
SNOW, JOHN
KTBA, Phoenix, Ariz.
SUNDERGAARD, G. H.
KCID, Spencer, Iowa.
SORENSEN, FRITZ
WTPN, Findlay, O.
SPARKS, JIM
KRRY, Sherman, Tex.
SPEAKS, E.
WJTN, Jamestown, N. Y.
SQUIRES, FRANK
KCJS, Stratford, Ont., Can.
STALLARD, D.
KCMO, Kansas City, Mo.
STANLEY, LARRY
KFH, Waco, Texas.
STAPLETON, BILL
KFPW, Ft. Smith, Ark.

S18
<table>
<thead>
<tr>
<th>Name</th>
<th>Network</th>
<th>City, State/Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEELE</td>
<td>WCBS</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>SWENSON</td>
<td>WSVG</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>STEWART</td>
<td>WJAI</td>
<td>Jacksonville, Fla.</td>
</tr>
<tr>
<td>STEFFES</td>
<td>WOR</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>STEARS</td>
<td>WCBS</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>STELLER</td>
<td>WOFF</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>NICK WAGG</td>
<td>WJAI</td>
<td>Jacksonville, Fla.</td>
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<tr>
<td>STHAMILL</td>
<td>WJAI</td>
<td>Jacksonville, Fla.</td>
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<tr>
<td>STONE</td>
<td>WJAI</td>
<td>Jacksonville, Fla.</td>
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<tr>
<td>STOLAR</td>
<td>WOFF</td>
<td>Boston, Mass.</td>
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<tr>
<td>STRAIN</td>
<td>WOFF</td>
<td>Boston, Mass.</td>
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<td>STRAIN, JIM</td>
<td>WOFF</td>
<td>Boston, Mass.</td>
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<td>STRELLER</td>
<td>WOFF</td>
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<td>STRELLER, NICK</td>
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<td>Boston, Mass.</td>
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<tr>
<td>SULLIVAN, CHARLES</td>
<td>WMC</td>
<td>Memphis, Tenn.</td>
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<td>SULLIVAN, GENE</td>
<td>KFQ</td>
<td>St. Joseph, Mo.</td>
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<tr>
<td>SUMMERS</td>
<td>WMUR</td>
<td>Manchester, N. H.</td>
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<td>SUMMERS, TED</td>
<td>WMUR</td>
<td>Manchester, N. H.</td>
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<tr>
<td>SWEENEY, BUDD</td>
<td>WHBC</td>
<td>Columbus, O.</td>
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<tr>
<td>SWENSON, GIL</td>
<td>WDAY</td>
<td>Fargo, N. D.</td>
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<tr>
<td>TANKERSLEY, BILL</td>
<td>KWJB</td>
<td>Globe, Ariz.</td>
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<tr>
<td>TAUB, SAM</td>
<td>WKN</td>
<td>New York, N. Y.</td>
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<tr>
<td>TERRY, BOB</td>
<td>WTMY</td>
<td>E. St. Louis, Ill.</td>
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<tr>
<td>THERIOT, ALLISON J.</td>
<td>KVOL</td>
<td>Lafayette, La.</td>
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<tr>
<td>THOMPSON, RALPH</td>
<td>KIRO</td>
<td>Seattle, Wash.</td>
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<td>TIBBETT, GENE</td>
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<td>Tucolo, Miss.</td>
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<td>TRUXTT, ROLLI</td>
<td>KEX</td>
<td>KGW, Portland, Ore.</td>
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<td>TUCKER, JOE</td>
<td>WWTV</td>
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<td>TURNER, ROBERT O.</td>
<td>WHAM</td>
<td>Rochester, N. Y.</td>
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<td>TYNAN, E. L.</td>
<td>WWD</td>
<td>Detroit, Mich.</td>
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<tr>
<td>ULRICK, E. C.</td>
<td>WLOB</td>
<td>Lima, O.</td>
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<td>UNFERTH, DON</td>
<td>WFHR</td>
<td>Wisconsin Rapids, Wis.</td>
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<tr>
<td>UPSON, PAUL</td>
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<td>Elkhart, Ind.</td>
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<td>VACKNER, CHARLIE</td>
<td>WBNY</td>
<td>Brooklyn, N. Y.</td>
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<td>VANCE, HENRY (Hy)</td>
<td>WAPI</td>
<td>Birmingham, Ala.</td>
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<td>VAN ELLS, NEAL</td>
<td>WAOV</td>
<td>Vincennes, Ind.</td>
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<td>VOGEL, ART</td>
<td>WLEU</td>
<td>Erie, Pa.</td>
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<td>WADDLE, DOUG</td>
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<td>Frederick, Md.</td>
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<td>WAGNER, JAY</td>
<td>WGSU</td>
<td>Columbus, O.</td>
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<td>KVRC</td>
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<td>WARD, A.</td>
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<td>Oakland, Calif.</td>
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<td>WZIO</td>
<td>Lakewood, Ohio</td>
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<td>WEBSTER, DAN</td>
<td>WMHO</td>
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<td>WEGMUT, NORM</td>
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<td>Sheridan, Wyo.</td>
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<td>WHITAKENY, JOHN</td>
<td>WJOB</td>
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<td>WHITE, TOM</td>
<td>KFDN</td>
<td>Pampa, Tex.</td>
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<td>WILGUS, FRED</td>
<td>WCAP</td>
<td>Asbury Park, N. J.</td>
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<td>WILLIAMS, DALE</td>
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<td>Ames, Iowa</td>
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<td>WILSON, BERT</td>
<td>WIND</td>
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<td>WOODLE, HARRY</td>
<td>KID</td>
<td>Idaho Falls, Idaho</td>
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<td>WOOLFRIES, ANDY</td>
<td>WMT</td>
<td>Cedar Rapids, Waterloo, Iowa</td>
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<td>WRIGHT, BERNIE</td>
<td>WMSL</td>
<td>Decatur, Ala.</td>
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<td>WRIGHT, HOLLIS</td>
<td>WRC</td>
<td>Washington, D. C.</td>
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<td>YACK, GEORGE</td>
<td>WBAI</td>
<td>W. Lafayette, Ind.</td>
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<td>YANIT, MAX</td>
<td>KGUS</td>
<td>Missoula, Mont.</td>
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<td>YOUNG, J. J.</td>
<td>WERC</td>
<td>Erie, Pa.</td>
</tr>
</tbody>
</table>

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**FOR QUALITY AP!**

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819
people in radio production during 1944

---

**A**

ACKERLEY, GENE
KID, Idaho Falls, Idaho

ADAMS, WILLIAM J.
WHEC, Rochester, N. Y.

ADAMS, WYLLIE

ALLEN, GEORGE
CBS, Los Angeles

AMREIN, JOHN
WSAI, Cincinnati, O.

ANDERSON, EDMUND
WHN, N. Y.

ANDERSON, VINCENT
WKLA, Ludington, Mich.

ANDREWS, JIM
CBS, Tonight in Hollywood

ANDREWS, CBE

APPLE, WM.
KRSC, Seattle, Wash.

ARMIT, THOMAS
WSW, Steubenville, O.

ARMBRISTER, CYRIL

ASHPINWALL, HUGH
KMA, Shenandoah, Iowa

---

**B**

BAILEY, ED
WMAQ, Chicago, Ill.

BAILEY, JACK
CBS, Meet the Missus, Money on the Line

BAILEY, MEL
KWG, Portland, Ore.

BAKER, GEORGE
WRC, Washington, D. C.

BALFE, EDMUND
WSTV, Steubenville, O.

BALTIN, CHARLES
WHOM, Jersey City, N. J.

BAMBRICK, GORDON
KWG, Portland, Ore.

BARCO, BAILEY
WTAR, Norfolk, Va.

BARNHART, LYLE D.
WWBB, Chicago, Ill.

BARTLETT, KENNETH
KLS, Oakland, Calif.

BATES, RICHARD E.
WGAN, Portland, Ore.

BATTY, HAROLD
RVCV, Redding, Calif.

BAXTER, LEO J.
WBOW, Terre Haute, Ind.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BECKERMAN, LARRY
WTOP, Washington, D. C.

BENOIT, RAYMOND
CKCH

BERGER, HAL
KHJ, Hollywood, Calif.

BEST, EDNA
MBS, KHJ

BIER, JOE
WOR, N. Y.

BLACKS, HENRY
WWRL, Woodside, N. Y.

BOOTH, VIRGIL C.
WDHL, Olean, N. Y.

BOREN, CHARLES C.
WELD, Tupelo, Miss.

BOW, GEORGE
WETC, Hartford, Conn.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRENDEL, GEORGE

BREWSTER, ROBERT
KNX-CBS, Sinatra Show

BRIGGS, FRED

BRISSETTE, DOL

BROWN, DICK

BROWN, KEITH

BUBECK, HARRY
WMAQ, Chicago, Ill.

BUCHANAN, STUART

BYRNE, JACK

---

**C**

CALDER, ED
KLS, Oakland, Calif.

CAMERON, PERRY
CJOC, Lethbridge

CARO, CAROLYN
KGFJ, Los Angeles, Calif.

CARR, PAULA
WPAH, Parkersburg, W. Va.

CATON, EARL
WWBB, Burlington, N. C.

CAVALLO, PETE
WMAQ, Chicago, Ill.

CHAMBERS, GARDE
WHK, Cleveland, O.

CHARLES, DICK

CHRISTENSEN, JAMES
WWJ, Detroit, Mich.

CLARE, GEORGE
WBBM, Chicago, Ill.

CLARK, COTTONSEED

CLEARY, JOHN

---

CLELAND, ED
KTAR, Phoenix, Ariz.

CHASE, JULIA
WIZ & WIZA, Boston, Springfield, Mass.

CODY, DEL
KTRQ, KGA, Spokane, Wash.

COLEMAN, WARD
WSLI, Jackson, Miss.

CONNER, MIKE
WBBM, Chicago, Ill.

COOK, HAROLD
WHOT, South Bend, Ind.

COOK, JAMES R.
WWEA, Greenville, S. C.

COPPER, A. R.
WFDF, Flint, Mich.

CORNELLY, SYD
WREK, Cincinnati, O.

CORNING, W. D.
WNOX, Knoxville, Tenn.

COX, HENRY

CRABTREE, CHARLES S.
KTFI, Twin Falls, Idaho

CRAND, ROSEMARY
WSNY, Schenectady, N. Y.

CRAWFORD, CLARENCE
KGER, Long Beach, Calif.

CREWS, AL
WMAQ, Chicago, Ill.

CROMER, EVELYN
WFBC, Greenville, S. C.

CRUTCHFIELD, CHAS.
WSTF, Charlotte, N. C.

CUMMINS, BOB
KBBM, Hollywood, Calif.

CURTAIN, CHARLES E.
WACC

CUZWARA, NINA
WZED, Chicago, Ill.

---

**D**

DALY, MARY
WINS, N. Y.

DANA, JOE
KOY, Phoenix, Ariz.

DANIEL, ISABELLE
WHEB, Portsmouth, N. H.

DANIEL, OLIVER
Blue

DAVIDSON, BILL
KECA, Los Angeles

DAVIES, DOUGLAS
WTAC, St. Paul, Minn.

DAWES, ELMOND
WFLJ, Philadelphia, Pa.

DAWSON, R. L.
KIBZ, Ottumwa, Iowa

DEAN, BEV
WLS, Chicago, Ill.

DE ANGELO, CARLO
CBS, Adventures of Perri Mason

DEEM, WARREN K.
WBBM, Chicago, Ill.

DE MESS, LYLE
WOW, Omaha, Neb.

DE VORE, TOM
WBNF, Columbus, O.
PETerson, jack
WBBM, Chicago, Ill.

PHILLIPS, HOWARD
WCBC, N. Y.

PHILLIPS, PAUL
WCAC, Philadelphia, Pa.

PICKER, WEBSTER
Blue. Breakfast at Sardi's

POINDEATER, RUTH
KKKO, Aberdeen, Wash.

POIRE, W. H., JR.
WAYS, Charlotte, N. C.

Potter, Andy
KFI, Los Angeles, Calif.

Prior, Jack D.
WRNR, Warren, O.

purcell, Bob
KFI, Los Angeles

Pudney, Earle
WGY, Schenectady, N. Y.

R —

Rafieef, Kenneth
WICC, Bridgeport, Conn.

Ray, william
KFWB, Los Angeles

Reck, Allen
KFH, Wichita, Kans.

reees, ed
WJOB, Hammond, Ind.

reesse, John
WKOL, Knoxville, Tenn.

Reinholt, Bob
KWWI, Albany, Ore.

Revés, Sănnley
WWL, New Orleans, La.

Rinker, Al
KCRA, Sacramento, Calif.

Rise, Sidney
CKUA, Edmonton

Robert, Charles
KZQ, Denver, Colo.

Robertson, Jack
WHAS, Louisville, Ky.

Robertson, Ted
WBBM, Chicago, Ill.

Roskin, Lew
CJOC, Lethbridge

Ross, Annie
WMCA, N. Y.

Rossell, E. W.
WTRV, Troy, N. Y.

Rowe, Ralph
WMRT, Cedar Rapids, Waterloo, Iowa

Rudich, nat
WNYC, N. Y.

Ruegg, Fred
KQW, San Jose, Calif.

Rugge, John
WJW, Blue

Ruhfel, Albert J.
WSUP, Toledo, O.

Runions, norman
KIRO, Seattle, Wash.

Shambarger, Al
WHK, Cleveland, O.

Shannon, Morey
KLZ, Denver, Colo.

Shaw, J. A.
CFQ, Montreal

Sheidley
WLQ, Lima, O.

Sherwood, Clinton
KLX, Oakland, Calif.

Shepherd, Willard
KWJB, Globe, Ariz.

Shriver, WM
WQPB, Baltimore, Md.

Sinclair, John
KID, Idaho Falls, Idaho

Skotch, Edward
WENR, Chicago, Ill.

Smith, Hugh W.
WROX, Claremont, Mass.

Smith, Jeff
KXAM, Minneapolis, Minn.

Smith, Kenneth
WLW, Cincinnati, O.

Smith, Rodney
KEL. El Dorado, Ark.

Smucker, Ray
KYUM, Yuma, Ariz.

Smipper, Eunice
WEED, Rocky Mount, N. C.

Snyder, Martin
KUEV, Seattle, Wash.

Squier, WM
WCCO, Minneapolis, Minn.

Speck, John
KFW, Wichita, Kan.

Spongberg, Roland
WRJ, Rockford, Ill.

Spurrier, Esten
WOC, Davenport, Iowa

Stapleton, Bill
KFWF, Ft. Smith, Ark.

Stepp, T. Ellsworth
KDKA, Denver, Colo.

Stevenes, Robert
Blue

Stewart, Caldwell
WSAF, Montgomery, Ala.

Stewart, Dick
WHHD, Hartford, Conn.

Stewart, Lee
WWAT, Newark, N. J.

Stone, Thomas S.
WPTF, Raleigh, N. C.

Stone, Walter
KBRU, Burlington, Iowa

Short, Joseph A.
WHCU, Ithaca, N. Y.

Strain, Jim
KMTR, Hollywood, Calif.

Stump, Geo.
KCRN, Kansas City, Mo.

Styles, Hal
RFWB, Lest Ye Forget, Let's Face Facts

Sutherland, Geo.
WOL, Washington, D. C.

Sweet, Ben
WAMS, Springfield, Mass.

Switzer, Lowell
KMYR, Denver, Colo.

T —

Taylor, Bill
WOR, N. Y.

Taylor, Glenhall
Sherlock Holmes

Thad, Fred
WL, St. Louis, Mo.

Thompson, Bill
WNAC

Tingley, I. H.
KWNW, Winona, Minn.

Todd, Geo.
WHK, Cleveland, O.

Tucker, Dick
WETM, Fitchburg, Mass.

Tucker, Dee
WTSW, Emporia, Kansas

Turner, L.
KVOL, Lafayette, La.

U —

Upson, Dean
WMS, Nashville, Tenn.

V —

Valie, Dave
Song of the Week
Columbia Pacific Network

Vance, Bill
WLS, Chicago, Ill.

van Hartenvelt, fran
KJH, Mutual

Vaughn, Guy
CFGY, Charlottetown

W —

Wade, Fred
WTIC, Hartford, Conn.

Wagner, Mary
KFCO, Minneapolis, Minn.

Waller, John
WHAS, Louisville, Ky.

Walker, Elbert
KJHL, Hollywood

Walker, Larry
WBT, Charlotte, N. C.

Wamboldt, Bob
Blue

Warburton, Chas

Warner, Al
KMTR, Hollywood

Warner, Ted
WBRN, Warren, O.

Wayne, Don
WHO, Columbus, O.

Weir, Bob
CKOK, Regina

Weller, L. B.
WJOB, Hammond, Ind.

Weltmer, Frank
KTMS, Santa Barbara, Calif.

Weling, Bubbe
WiBG, Philadelphia, Pa.

Wessels, Max Helmut
WWRL, Woodsdale, L. I.

Wetzel, M.
WENR, Chicago, Ill.

Whaley, Bert
WMAQ, Chicago, Ill.

White, Hooper
WWBM, Chicago, Ill.

White, Norman
WJR, Detroit, Mich.

Widney, Stan
WHO, Des Moines, Iowa

Wiest, Geo.
Blue

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Williams, Ted
WHN, N. Y.

Young, Ed P.
KDKA, Pittsburgh, Pa.

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ADAMS, CLARENCE W.
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ADAMS, PAUL
We, the People.
ADAMS, PEGGY
ADAMS, STANLEY
Raleigh's Carton of Cheer.
ADAMS, WILLIAM J.
ALEXANDER, HARMON J.
Burns and Allen.
ALEY, ALBERT
Hop Harrigan.
ALLEN, RAY
Bob Hope Show.

AMES, DOROTHY DEN
AMOURY, DAISY
ABERT, ARTHUR
Cavalcade of America.
ARMSTRONG, ARLENE
ARTHUR, ROBERT
The Shadow, Red Cross Programs.
ARUNDEL, FREDERICK
ATTERBERRY, R. E.
Bob Burns Show.
AXELIEVE, HELEN R.
AYERS, STUART

— B —

BAILEY, HARRY
Double or Nothing.
BAILEY, JACK W.
BAKER, BERNICE
BAKER, LOUISE
BAKER, MARY LOU

BALLARD, ALINE M.
BALZER, GEORGE
Jack Benny Show.
BAREFIELD, J ACK
The Weird Circle.
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BARKER, AL
Terry and the Pirates; Kitty Foyle.
BARLEY, ANN
BARNES, BETH
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BARNOUW, ERIK
BARNET, SANDY
Lux Radio Theatre.
BARRY, PETER
Star for a Night; The Shadow.
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BERCOVICI, LEONARDO

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The Goldbergs.

BERGER, SYLVIA C.
Wacs on Parade; Theatre of Romance.

BIRNBRYER, EDMUND
Dubonnet Date; Broadway Matinee.

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BLAKE, PEGGY
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BLAU, RAPHAEL
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BRODNEY, OSCAR

BROOKS, RICHARD

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BULSTON, ROBERT H.

BUNKER, ANNA

BURKE, AGNES

BURKE, CAROLINE

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BURKE, STEPHEN J.

BURROWS, ABRAM S.
Duffy’s Tavern.

BURTON, LAVERNE

BURTON, PAT

Buss, Carl A.
Ant Jenny’s True Life Tales; The High Places.

BYER, HAL

BYLUND, EUNICE

BYRNE, THOMAS E.

BYRON, MILTON P.

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CAILLE, WADE

Caldwell, John M.
AAF Music for Victory; War Bond Shows; Red Cross Shows; Thank You Miami.

CALHELHA, MOACYR R.

CALLAHAN, GEORGE F.

CALMER, EDGAR

CAMP, MARJORIE H.

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CHAKIN, LEE
CHAIN, HUBERT
CHEVILLET, DICK
Jean Davis-Jack Haley.
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COLLINS, KAY
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Creeps by Night; The Shadow. Casey Press Photographer.
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COLE, PHILIP G.
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COLLINS, HAD
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CORDERO, HOWARD
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COSTELLO, WILLIAM
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DAVIS, ANNE
Music & Fashion.

DAVIS, ELMER
DAVIS, RICHARD
DAVIS, STANLEY
Kraft Music Hall.

DAVIS, WILLA
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Helen Trent; The Jubilaires; Wilderness Road.

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DAY, SHANNON
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DE KOWEN, DAVID
DEMPSEY, VINCENT J.
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DETRICK, JEAN
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DEWITT, JOHN
Appointment With Life; David Harum.

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DIAMOND, SELMA
Durante & Moore Show.

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DIEKIRK, MAXINE
DISQUE, BRICE, JR.
DITSCHE, BETTY

DOBGE, VIRGINIA L.
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DONALD, PETER
DONOVAN, HOBARD
DONOVAN, HERBERT
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EGERTON, CALVERT C., JR.

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Jack Gleason; Groucho Marx.

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ELLIOIT, LUCY
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ELIS, DAVID
ELLIS, FRANCES
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FUNT, JULIAN
Bir Sister; Joyce Jordan.
FURMAN, EDWARD E.
FUTRAN, HERBERT

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GAIL, ALBERT
GAINES, RUBEN
GAMMIL, NOREEN
GANDERO, ALBERT
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GARTR, DAVID
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GOTLIB, JOSEPH
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GARFUR, AN, EDWARD E.
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HART, JAMES

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Armstrong Theatre of Today.

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HEIKEN, NATE
Fred Allen Show.

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HEISCH, ELIZABETH

HEISCH, GLAN T.

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HEM, HERVEY

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Burns & Allen Show.

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HERBERT, ANN

HERENDEEN, FRED

HERMAN, GEORGE

HERRMANN, HARRY R.
Music America Loves Best.

HERZINGER, CARL

HESLER, CHARTER

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HIBBS, CARLA

HICKS, EDWIN P.
Salute to Service Men.

HICKS, MADELINE

HIGGINS, KENNETH

HIGLEY, PHILO

HIKEN, NAT S.

HIKER, ELENA

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This Living World.

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HOFMAN, FRECK W.

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Atlantic Spotlight.

HOLLOWAY, JEAN
Kate Smith Hour; Theatre of Romance.

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HOLMAN, KAY

HOP, ORA

HORRIGAN, EARL

HOU, RONALD

HOUEN, MARJORIE

HOWARD, DAVID B.

HOWARD, ELLEN

HULL, ADELE
Food for Thought.

HULL, ALBERT

HULLINGER, BETTY

HUNT, BILLIE

HUNTER, HELEN

HUNTER, CHARLES H.

HURD, BETTY

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JOHNSON, Henry Mercer.

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JENSEN, WALTER L.

JOHANSEN, ALFRED

JOHNSON, DON

JOHNSON, DUANE

JOHNSON, ED

JOHNSON, LOIS

JOHNSON, RUTH

JONES, VENZUELLA

JORDON, JOSEPH

JORGENSEN, E. W.

JOSEFBERG, MILD

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Kate Smith Hour; Friday on B-Way.

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KAHN, MAURITUS

KALCTENBORN, H. V.

KAMPE, MEL

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KANNER, JEROME

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KANTER, LEWIS

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KEEFE, FRANCIS S.

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Frank Sinatra.

KOIVISTO, ARMIDA

KOOP, JEANNIE

KOGAN, IDA
Mysterious Traveler; Return of Nick Carter; The Shadow; Red Cross Programs.

KORCH, FRANK

KOSOVITZ, NORMAN

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KRAMPE, ARTHUR

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KRUML, FAYETTE

KURZMAN, SAMUEL

KUTHE, AUDREY B.

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LAFRAUDE, JACK

LAMBERT, WILKOUR

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830
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Children's Hour.

LARMER, PAUL

LANCO, LOUIS

LATOUCHE, JOHN

LAVEN, PAUL

Bob Hope Show.

LAWTON, GEORGE LEE

Correction Please; Let's Be Charming.

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LEA, SANDRA

LEACH, RICHARD P.

LEE, BENJAMIN

LEE, KAY

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LEE, ROBERT E.

LEMKE, MARTIN A.

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Great Moments of Music; Mrs. Miniver; Help Male; Theatre of Romance.

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A Date with Judy.

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Budapest Drummond.

LESLEY, PHIL

Fibber McGee and Molly; Mollie.

LEVINE, PHYLIS

LEVINE, SAMUEL E.

LEVYSON, LEONARD L.

Lester Carson Show.

LEWIN, GEORGE

LEWIS, DAVID N.

LEWIS, G. DRAPER, JR.

LEWIS, HERB

Fred Allen Show.

LEWIS, MILTON

Adventures of the Thin Man, Inner Sanctum.

LEWIS, MORT

Philo Radio Hall of Fame; Telephone Hour.

LEWIS, TOM

LIGHT, ROBERT

LIGON, ERNEST M., DR.

LINDGREN, LILITH

LINDLEY, DOROTHY

LIPSCOTT, ALAN

Life of Reilly.

LIST, VIRGINIA

LITTLE, HERBERT, JR.

Junior Miss; Mary Small Revue; Jane Cowl; Death Valley Sheriff.

LIVES, AUDREY R.

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LOEDE, DORIS

LOMAN, ELIZABETH

LOWEY, MARGARET

LOSTGREN, EDWARD

LOUSPHILL, C. MEDORA

LOVICK, PHYLLIS

LOWEY, GEORGE S.

Lowther, George Sparrowman.

LOY, TOM

Saturday Night Up Street.

LUBOWITZ, SHIRLEY

LUDLUM, GEORGE P.

LUETTE, MARGARET

LUMMIS, TOM

LUSSEY, DAVE

LYMAN, BESS

LYNN, VIRGINIA R.

LYNN, JERRY

LYON, PEYER

Cavalcade of America; Molle Mystery Theatre; Band Wagon; Labor for Victory.

\textbf{M}

MacDOUGAL, RONALD K.

MacDUGAL, RONALD K.

MacGREGOR, C. P.

MacINTYRE, KATHLEEN

MARK, NILLA

Let's Pretend.

MackENZIE, KEN

MackLANE, ROLAND

Edward Berren.

MacLEAN, ELIZABETH

MAIR, WILLIAM E.

MALONE, JOE

MALONE, MARY V.

MALONEY, THELMA

MANGOLD, MARY

MANHEIM, EMANUEL

Frank Singer Show.

MANKOFF, BILL

Duffy's Tavern.

MANLEY, WM. F.

MANNING, CAROL

MANNING, ZANNE MAY

MARION, IRA

MARKS, BILLARD

\textbf{MARS, LARRY}

Fred Allen; Groucho Marx; Frank Sinatra; Jack Carson; Gracie Fields.

MARKS, SHERMAN

MARTIN, BESS

MARTIN, GENE

MARTIN, HARRY

MARTIN, JOHN C.

MARTIN, J. T. W.

MARTIN, PETER

The Band Wagon.

MARVIN, JULIE

Walters Horizons; Video Vitas.

MASKI, JOSEPH

MANS, JESSE B.

MAY, DOROTHY BENNETT

MAXWELL, ALLAN R.

MAYER, MARGARET

Mary Small Revue.

MAYER, PEGGY LOU

Let Yourself Go; The Mary Small Revue: Counterspy.

MAYS, RODERICK A.

\textbf{McGILL, JERRY}

Big Town.

MEACHAM, MALCOLM

MEADOW, LEON

MEBURY, JOHN P.

OZZIE & Harriet.

MEDFORD, HAROLD

MEER, JEROME L.

MEISER, EDITH

Adventures of Sherlock Holmes.

MENKEN, LAWRENCE

The Band Wagon; Famous Jury Trials.

MELTZER, LEW

Duffy's Tavern.

MERKEN, GERALDINE L.

MERLIN, MILTON

Ginny Simms.

MESLIERE, NICOLE C.

MESTIERE, NICOLE C., de la

METZ, ZACHARY

MEYERS, J. O.

MICHAEL, PETER

MICHIE, JO

MICHIESON, EDWARD J.

MILES, MADELYN

MILLER, ALBERT G.

MILLER, ARTHUR

Cavalcade of America.

MILLER, BARNEY R.

MILLER, ERNEST M.

MILLER, GARY

MILLER, HALLIE MARGARET

MILLER, MARGARET E.

MILLER, SIGMUND

Inner Sanctum, Suspense.

MILLER, WAYNE W.

MILLSTONE, ROSALIND

MILLWARD, JO U.

MITCHELL, JACK

MITCHELL, BETE

MOFFATT, MAUDE

MOLE, JOHN

Gang Busters. Counterspy.

MONASH, PAUL

Famous Indictments.

MONROE, CHARLES S.

Theatre of Romance; La Mascara Source; Burl Ives; Raymond Scott Show.

MONTANO, CARLOS

MOODIE, SUSAN D.

MOORE, EUGENE

MOORE, FRANK

MOORE, NANCY

Second Husband, Moore, Sam.

THE GREAT GLIDERSLEEVE.

MOORE, WM. M.

MORE, ALBERTO

MORGAN, HELEN

MORLEY, BERNARD S.

MORRIS, SHIRLEY

\textbf{MORSE, CARLETON E.}

One Man's Family; I Love a Mystery.

MOSENA, DICK

MOSHER, ROBERT


MULLEN, BOB

MURCOTT, JOEL

MURPHY, JAMES M.

MURPHY, WM. H.

MURRAY, JOHN

Which Is Which; People Are Funny.

MURRAY, NATALIA D.

\textbf{N}

NAPOLEON, ANTHONY, MRS.

NEILSON, FRANCES F.

NEDIAN, IRVING G.

NEIMAN, RALPH

NEUMAN, E. J.

NEWMAN, ROBERT

Inner Sanctum; Adventures of the Thin Man, Chief, Radio Out Post Division.

NEWTON, CHARLES H., JR.

NICHOLS, LANE

Abbie's Irish Rose.

NICKEL, RUTH

NOLD, EVELYN

NORMAN, FREDERIC
NORTON, SYLVIA
NOWINSON, DAVE
This is My Country; Cabbage & Kings; Medals in Music.

O'BRIEN, BOBBIE
Time to Smile.
O'GANNELL, TOM
O'CONNOR, LEONARD

OBOLER, ARCH
Everything for the Boys.

O'HAHON, JAMES
O'NEILL, CHARLES
O'REILLY, DANIEL P.
OKR, JUNE
OVERBEG, EVELYN

PACKARD, SAM
Edgar Bergen.
PAGE, ELSIE
PAGET, BARRIE
PALM, TAGE
PALMER, CHARLES
PANAMA, NORMAN K.
PARCHER, OLIVER
PARKER, EPHE
PATTERSON, LILLYAN
PARSONS, GEORGE
PARTNOW, HYDE
PATTEE, FLOYD

PAUL, NORMAN
Duffy's Tavern.
PAVNE, JACK F.
PEARL, ARNOLD
PEARSON, BEN
Joe E. Brown.
PEEK, JANET

PELAEZ, JORGE
PEREIRA, HELIO J.
PERRAULT, ERNEST G.
PERRIGO, EDDIE
PERRIN, SAM
Jack Benny Show.
PERINSON, EUGNE HARD
PETERS, BARBARA
PETERS, PAUL
Cavalcade of America.
PETRIN, NELLE MARIE
PFEIFFER, MARGOT
PHARES, FRANK
Texaco Star Theatre.
PHILLIPS, ARTHUR
PHILLIPS, PAUL C.
Lucky Strike.

PLANE, LILLIAN
PLESTED, DOLORES
POLETTI, JEAN E.
POLLARD, MAXWELL
POLLACK, LUCY
POLANSKY, ABRAHAM
PORTER, DOROTHY
PORTER, ANDY
POWER, DAWSON
POWELL, IOLA
FRAGER, NATALIE P.
FRAY, BERT
PRICE, JOHN

PREISMAN, HELGA
PRICE, ROGER
PRINCE, JOHN
PRINGLE, DON
Abbot and Costello.
PRIANE, LEOPOLD
PRIOR, HUBERT C.
PUDNEY, EARLE

R —
RADCHELLE, VIRGINIA
Frank Sinatra.
RAYADI, JANE
RAMIREZ, HERNANDO
RANALD, JOSEF
RAND, SYDNEY
RANDOLPH, JIM
RAPPOPORT, JOAN
RAYNOR, LEONARD
REACH, HARRIET
REMOND, DICK
REED, DANA

Hollywood Radio Theatre; Grand Central Station; Radio Coverage Story Dept. MGM.
REED, LEWIS
REED, DON
REINES, BERNARD
Scripts for C.I.A.: We Came
REIS, IRVING
REISSNER, RUTH
REVITCH, L. D.
Everything for the Boys.
REYNEL, KATHERINE H.
REZNICK, SID
Jimmie Durante Show.
REYNOLDS, ED
Jackie Gleason Show, Jack Pepper; Duffy's Tavern; Johnny Morgan; Fun With Duinn.
RHEIN, LARRY
RICE, EDMUND C.
Broadway Show Time.
REYNOLDS, ED
Everything for the Boys.
RICHARDS, KENNETH
RICHARDS, ROBERT
SUSPENSE.
RICHARDS, SILVIA
RICHARDS, STANLEY
Men at Sea; Lux Radio Theatre; This Is Our Cause.
RICHTON, ADDY
This Life Is Mine.
RIZEK, JOSEPH G.
ROBERTS, CHARLES A.
ROBINSON, JACK
Durante-Moore Show.
ROBINSON, MAURICE L.
ROBINSON, MYRTLE
ROBSON, WM. N.
Family Hour.
ROCCIA, ALBERT J.
ROCKWELL, GEORGE
ROEBURT, JOHN

Wide Horses; Counterspy.
ROEMER, MADGE
ROGERS, HERMAN L.
ROGERS, ROSWELL
Lum and Abner.
ROGERS, SIDNEY
RORER, SHIRLEY J.
ROMAGNOLA, OSCAR H.
ROSEN, NORMAN

Television Shows; HMS Pinafore; Heredity.
ROSNER, CONSTANCE
ROSS, ARTHUR
ROSS, ROBERT J.

Amos 'N Andy.
ROSTEN, NORMAN
Cavalcade of America.

ROUTH, ROSEMARY
Margaret Arlen.
ROUSE, AARON J.
Burns and Allen.
RUBIN, ROBERT
RUBIN, VIRGINIA HASKELL
RUSCOL, JOSEPH
Theatre of Romance.
RUSH, CELESTE
RUSHTON, J. JR., MRS., JR.
RUSSELL, FRED
RUSSELL, KAY
RUSSELL, LUCILLE

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SACHS, MANNY
Duffy's Tavern.
SAFAJIAN, D. E.
SAK, SAL
Dinah Shore.
SANGSTER, MARGARET E.
House on Q Street.
SANS, BARBARA
SANTOS, CHARLES P.
SASS, CARL
Comedy Theatre.
SAVAGE, COURTNEY
SAYAGET, P.
SAYWER, CAROLYN
SAYRE, ADELE
SCHNAIDER, ALFRED
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SCHOEN, LILIAN
The Beverly Castle.
SCHULTZ, STANLEY N.
SCHWARTZ, ALBERT
The Bob Hope Show.
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SCOFIELD, LOUIS
That Funny Boy; Woman from Nowhere.
SCOTT, ASHMEAD
Life of Reilly.
SCOTT, CREIGHTON
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SEELEN, JERRY
Fanny Brice.
Seldes, Gilbert
SERRIANNI, JOAN
SETHA, RICARDO M. L.
SEYMOUR, LOUIS
Light of the World.
SEYMOUR, BETSY
SEYMOUR, KATHARINE
Light of the World.
SHARP, JACK
SHARPE, DON W.
SHARPE, RICHARD L.
SHAW, BEATRICE H.
SHAW, Bob
Front Page Farrell; Appointment with Mr. Keen. Tracer of Lost Persons.
SHAW, DON
SHIELDS, L. JAMES
SHEPARD, ELAINE
SHEPARD, HARRY, JR.
SHERIN, LOE
Kraft Music Hall.
SHERMAN, IRA
SHEVHEY, HY
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SHIRLEY, VIVIAN
SHOEMAKER, ELEANOR
SHOECRAFT, WILLARD
SHORT, FRANCES

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SHORT, JOSEPH A.
SHORT, VIOLET
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SIEGE, HELEN
SILVER, PAUL
SILVERMAN, SAUL
SIMON, ALBERT
SIMON, ROBERT
SIMON, ROBERT
SMITH, SID
SINGER, RAY
SINGER, SUE
SKATTEBOL, LABS
SKINNER, VIVIEN
SKLAR, MICHAEL
SKLAR, MICHAEL
Smith, MAX
Smith, ALAN
Smith, EDGAR BEREN.
Smith, BURRELL
Smith, EVELYN
Smith, MARSHALL
SNAPP, PAULINE
SOARES, IRINE M.
SOBERG, ROBERT W.
SOLE, EUGENIO
SOLLERS, RAY F.
SOLOMON, LES
SOLOMON, LOUIS
SOMMER, EDITH R.
SOMMERS, JAY
SPAFFORD, ROBERT
SPEER, CHARLES C.
SPEER, JOHN R.
SPEER, LEE
SPEPER, MARIAN
SQUIRE, CHRISTINE
STAFFORD, EVELYN
STAFFORD, GENE
STADELMAN, EGN
STANLEY, JACK
STARK, SHELDON
STARK, SHELDON
Stearn, MARTIN
Stein, JOSEPH
SteinKIP, ALVIN J.
Stellman, George H.
Sterling, STEWART
Sterne, MARTIN
Stewart, PAUL
Stewart, VIRGINIA
Stiles, VILLA
Land of the Lost.
Stirling, NORA
Serenade to America.
Stevens, W. VEDDER
Stone, LYNN
This Life Is Mine.
Stone, WALTER
Stoopack, MURRAY
Straus, CHARLotte F.
Stress, Hal R.
Street, JULIAN, JR.
Striker, FRAN
The Lone Ranger; The Green Hornet.
Sullivan, NORMAN
The Bob Hope Show.
Sumsky, BARBARA
Sussan, HERBERT S.
Sutton, WAIN
Swann, BOB
Sweets, WILLIAM M.
Swing, FRANCES

T

Tackaberry, John
Tagliacozza, Enso
Tallman, Robert
Cavalcade of America; This My Best.
Tannebaum, Gerald
Taylor, DONALD K.
Taylor, Elizabeth
Taylor, Florence
Taylor, Henry
Tazewell, CHARLES
The Star and the Story; Mole Mystery Theatre; Mayor of the Town.
Teichmann, Howard M.
Tennant, JEAN H.
Tennies, Vera
Tepperman, Emile C.
Counterspy.
Teresa, ELLIE
Thacker, VIRGINIA
Thayer, Henry
Thayer, Henry
Thomas, GILBERT
Thomas, GRETCHEN
Thomas, Jackie, MRS.
Thompson, Jane
Thompson, Mary AGNES
Thompson, Mary J.
Thompson, Priscilla
Thompson, R. P.
Thomson, BEATRICE
An HORN
Thor, WERNER
Thorn, PHILIP R.
Thro, Betty
Tillman, PATRICIA VOILES
Joan Brooks; Raymond Scott Show.
Todman, WILLIAM S.
Quiz of Two Cities; Battle of the Boroughs; Connee Boswell Show.
TolG, RUSS
Torke, EMILIO de
Torun, ISMAIL II.
Tovroy, ORIN
Townsend, DALLAS S., JR.
Townsend, LEO
TraverSARI, ESTER N.
Danesi
Trey, Jacqueline W.
Counterspy.
Tribble, Robert DEAN
Trout, BOB
TruDEL, ALLEN R., MRS.
Tuthill, DOROTHY

U

Unell, Richard L.

V

Vaile, DAVE
Valentine, HELEN
Van Antwerp, ALBERT
Vandercook, JOHN
Van Liew, JAMES
Van Sickle, Raimond
Vares, George
Vares, Vlasta
Varin, Roger
Varney, Chase
Vaughan, Libbie
Verrall, Charles S.
Victor, DAVID
Junior Miss; Mary Small Revue; Jane Cowl; Death Valley Sheriff.
Victor, DON
Vinson, ANN
VirgiEN, MILI
VissON, ANATOLE
Vittes, LOUIS
Two On a Clue; Nero Wolfe; Mr. & Mrs. North.
Voils, Patricia
VOLAN, LEON
Meet the Boys; Lifelines to Victory; Your Chaplain; Morale in Music.
VollAerts, Hendrik
Frank Sinatra.
Vallmer, Lulu
Van Fluss, Starr
Imperial Valley Review.
VrzaL, Karel
Vydra, L. H.

W

wakelee, Arthur H.
Walker, Allen
Walker, Mary
Wallace, ARDIN L.
Kresge's Newark Magazine of the Air.
Wallace, EDWARD R., JR.
WALLISER, RUTH
Coronet.
WALPOLLE, HELEN
Laura Lawton; Stella Dallas.
WALSH, CLARA
WANG, EUGENE
Quick as a Flash; Adventures of the Thin Man; Wide Horizons.
WARD, PERRY
WARNER, HUB
WAYNE, MILTON
Cavalcade of America.
WAYNE, ROSEMARY
WEBB, JANE
WEBB, KENNETH
Armstrong Theatre of Today.
WEBB, NANCY
Chic Carter.
WEBBER, GORDON
WEBBER, PEGGY
WEE, ALICE J.
WEFING, HENRY
WEINDER, TEX
Soldiers With Coupons.
WELCH, WILLIAM A.
WELLS, HELM
Jane Porterfield Program.
WELLS, FRANK B.
Great Novels: We Came This Way; Land of the Free.
WELLINGBROOK, KATHERINE
WILLS, HELEN
WENDELL, DOROTHY D.
WERSBA, JOSEPH
WEST, JANE
WEST, PAUL
WEST, WALLACE G.
WESTGATE, THEODORE H.
WETZ, ROBERT T.
WETZLER, H. S.
WHEATON, GLEN
The Arkansas Traveler; Dinah Shore Program.
WHEDAN, JOHN
The Great Gildersleeve.
WHITE, KENNETH
WHITEHEAD, MARGARET L.
WHITEHOUSE, WILLIAM A.
WHITESIDE, CLAIRE K.
WHITESIDE, HARRIETTE
WHITNEY, BETTY
WIDNEY, STAN
WILCOX, JUANITZ
WILKOFF, JOHN
WILLIAMS, ALBERT N.
WILLIAMS, HERSCHEL V.
WILLIAMS, ISABEL R.
WILLIAMS, JOHN
WILLIAMS, TOD
WILLS, S.
Joan Davis and Jack Haley.
WILSON, ALLEN
WILSON, FRANCES G.
WILSON, FRANK
Stage Door Canteen.
WILSON, GEORGE E.
WILSON, J. DONALD
WILSON, JANE
WILSON, KATHERINE
WILSON, LEONA
WILSON, PRISCILLA K.
WILSON, W. RAY
WINIKUS, FRANCES M.
WISIENGRAD, MORTON
The Eternal Light; Words at War.
WITTEN, DON
WOLF, GEORGE
WOLF, STANLEY J.
WOLFE, CHARLES H.
WOOD, LEE
WOODLE, HARRY
WOODS, ALLEN
WORMSER, JACK
WRAY, OLIVE HENRY, MRS.
WRETMAN, IRENE
WRIGHT, BETTE
Wронков, George
WYANT, DAL

HARRY VON ZELL
Eddie Cantor
Dinah Shore
Announcers—their work during 1944

— A —

ABERNATHY, WILLIAM
Blue

ABBOTT, BUD
WHAS, Louisville, Ky.

ACKERLEY, GENE
KD, Idaho Falls, Idaho

ACKLEY, J. HOWARD
WOWO, Fort Wayne, Ind.

ACKORS, GEORGE
WCOL, Columbus, O.

ADAIR, ROSNEY
KALE, Portland, Ore.

ADAMS, GARRET
WRJN, Racine, Wisc.

ADAMS, GLEN
WCAU, Philadelphia, Pa.

ADAMS, MILTON
WBTM, Danville, Va.

ADAMSON, NORAH
WBZA, Springfield, Mass.

AGEE, BILL
KUTA, Salt Lake City, Utah

AGOSTINO, JAMES
KJR, Seattle, Wash.

AITKENS, GAIL
WAYS, Charlotte, N. C.

AKER, RICHARD
WKMO, Kokomo, Ind.

ALBERTS, JIM
WTMV, East St. Louis, Ill.

ALBINGER, AL
WCOL, Columbus, O.

ALEXANDER, GRAHAM
KPHO, Phoenix, Ariz.

ALEXANDER, LES
WIP, Philadelphia, Pa.

ALEY, JACK
WAIR, Winston-Salem, N. C.

ALFONSO, ANTONIO
WIAC, San Juan, Puerto Rico

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ALLAN, FRANK
WHAS, Louisville, Ky.

ALLEN, CLAIR L.
WEBR, Buffalo, N. Y.

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ALLEN, DICK
KTRB, Modesto, Calif.

ALLEN, ED
WMAQ, Chicago, Ill.

ALLEN, JEFF
WKRC, Cincinnati, O.

ALLEN, STEPHEN
KFAC, Los Angeles, Calif.

ALLEN, TOM
KFJZ, Ft. Worth, Texas

ALLEN, VIC
WAAT, Newark, N. J.

ALLISON, JOE
KMAC, San Antonio, Texas

ALSPAUGH, W. H.
WPTF, Raleigh, N. C.

ALWIN, FRANCES
KWAT, Watertown, S. D.

AMADON, ARTHUR
WBZ, Boston, Mass.

AMECHE, DON
NBC, Charlie McCarthy

ANDERSON, GEORGE
KOMA, Oklahoma City, Okla.

ANDREWS, C. B.
WILL, Urbana, Ill.

BILL GOODWIN

FRANK SINATRA PROGRAM

CBS WEDNESDAY EVENINGS

835
ANNOUNCERS

ANDERSON, CLYDE
WTCN, Minneapolis-St. Paul, Minn.

ANDERSON, FRANK
KLVX, Oakland, Calif.

ANDERSON, JOHN
KID, Idaho Falls, Idaho

ANDERSON, S. S.
WSAN, Allentown, Pa.

ANDERSON, SIDNEY
KCA, Syracuse, N. Y.

ANDERSON, WAYNE
WJTN, Jamestown, N. Y.

ANDRE, PIERRE
WENR, Chicago, Ill.

ANDREWS, JOHN C.
KCOA, Kilgore, Texas

ANDREWS, ROBBY
K&AM, Huntsville, Texas

ANDREWS, ROBERT
KSG, Jacksonville, Fla.

ANDREWS, SIDNEY
WLBW, Terre Haute, Ind.

ANQUET, ROBERT
KMYR, Denver, Colo.

ARNOLD, ARLINE
WHOW, Terre Haute, Ind.

ARTAU, A. M.
WRKA, San Juan, Puerto Rico

ARTHUR, JOHN
WLW, Cincinnati, O.

ARTHUR, JOHN E.
WNBP, Binghamton, N. Y.

ARTHURS, CHARLES
WINS, Columbus, O.

ASH, JERRY
WDIV, Pontiac, Mich.

ASHE, WILLIAM W.
WGR, St. Louis, Mo.

ASTORIA, MARK
WNYC, New York, N. Y.

AUBERT, NORMAN
WOR, Providence, R. I.

AUBERT, PEDRO
WOR, Providence, R. I.

AUSTIN, BETTIE
WBT, Nashville, Tenn.

AUSTIN, JERRY
WINS, New York, N. Y.

AUSTIN, SIDNEY
WLBW, Terre Haute, Ind.

AUSTIN, WILLIAM
WGR, St. Louis, Mo.

BABCOCK, WILLIAM
KDKA, Pittsburgh, Pa.

BABCOCK, ROBERT
WOR, Providence, R. I.

BALL, EVERETT
WQXR, New York, N. Y.

BALL, GEORGE
WGDR, Goldsboro, N. C.

BAILEY, CLYDE
WOR, Providence, R. I.

BAILEY, GENE
WJZ, Pittsburgh, Pa.

BAILEY, TRACY
WOR, Providence, R. I.

BAILEY, WILLIAM
KEX, Portland, Ore.

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<td>BALLARD, GEORGE</td>
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<td>BANGHART, KENNETH</td>
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**Ben Grauer**

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EDMONDS, BILL
WHN, New York, N. Y.

EDMONDSON, NEAL
KROW, Oakland, Cal.

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WOW, Omaha, Neb.

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KMYR, Hollywood, Cal.

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WFVA, Fredericksburg, Va.

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WIP, Philadelphia, Pa.

EDWARDS, RAY
WHAS, Louisville, Ky.

EGAN, JOHN
WCAU, Philadelphia, Pa.

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WOC, Davenport, Iowa.

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ELLiotT, WILLiAM
WICC, Bridgeport, Conn.

ELLiOTT, BILL
WORL, Boston, Mass.

ELLiOTT, DOYCE
KXOX, Sweetwater, Texas.

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WPTF, Raleigh, N. C.

ELLiOTT, FRANKLIN
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WTAR, Norfolk, Va.

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WING, Dayton, O.

EVANS, DON
KCMO, Kansas City, Mo.

EVANS, HARRY
KHI, Los Angeles, Cal.

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WAPI, Birmingham, Ala.

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FREEMAN, CARELL
WKY, Oklahoma City, Okla.

FREEMAN, CLAIRE
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WETH, Williamson, W. Va.

FRENCH, GRAHAM K.
KTUC, Tucson, Ariz.
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WLOC, Lima, Ohio.
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WREI, Evansville, Ind.
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WEDG, Kinston, N. C.
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WEND, Muncie, Ind.
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WFGC, Montgomery, Ala.
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WJRH, green Bay, Wis.
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WJBO, Jackson, Miss.
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WJAV, Hagerstown, Md.
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JOY, DICK
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KUN, Grants Pass, Ore.

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WROK, Sarnbury, Pa.
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KANELLOS, CHRIS.
WDEC, Chicago, Ill.

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WEND, Chicago, Ill.

KAY, BARON
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KEANE, EDWARD
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WHOA, Manchester, N. H.

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WIBW, Topeka, Kans.

KEARNS, JOSEPH
KHJ, Tapestries of Life.

KEATH, ED
WIL, St. Louis, Mo.

KEATING, LARRY
Blue, Murder Will Out; NBC, Gilmore Furlough Fun, Fleetwood Fun, A Layman's Views of News.

KEEVE, KELVIN
Blue

KEEL, NINA JO
WENY, Tupelo, Miss.

KEEN, BYRON
KEX, Portland, Ore.

KEEL, LARRY
WSGN, Birmingham, Ala.

KELLER, ERNEST
WSM, Nashville, Tenn.

KELLEY, ROBERT
WGAR, Cleveland, O.

KELFORD, TREVOR
KXEL, Waterloo, Iowa

KELLY, CHARLES
WBYN, Brooklyn, N. Y.

KELLY, LEON
WRAR, Williamstown, Pa.

KELLY, PATRICK J.
WEAF, New York, N. Y.

KELLY, WARREN
WLOM, Butte, Mont.

KELSEY, NORMAN
WCHV, Charlottesville, Va.

KEMP, ED
WWJ, Detroit, Mich.

KEMP, WILLIAM
WSAZ, Huntington, W. Va.

KENDRICK, JIM
KMA, Shenandoah, Iowa

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WELL, Battle Creek, Mich.

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KMMJ, Grand Island, Neb.

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EGO, San Francisco, Calif.

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KLOL, Lowell, Ala.

KEYES, HUGH
KSON, Burbank, Ariz.

KIENZLE, JR., G.

KILBORN, DAVE W.
KWLM, Wilmar, Minn.

KILGORE, SHIRLEY
WDSD, New Orleans, La.

KILPATRICK, JOHN
WNAD, Norman, Okla.

KILPATRICK, REID
KKW, Los Angeles, Calif.

KIMBLE, EMERSON
WTAM, Cleveland, O.

KIMBALL, MERLE
KXAK, Twin Falls, Wash.

KIMBROW, ALVIN
WCBJ, Columbus, Miss.

KING, BOB
KXIS, South Burlington, Ill.

KING, JOE
KJMJ, Fresno, Calif.

KING, LAWRENCE L.
KUIN, Grants Pass, Ore.

KING, NEILE
WKRK, Cincinnati, O.

KING, VERN
WIL, St. Louis, Mo.

KINSEY, WADLIE
KSFO, San Francisco, Calif.

KIRBY, GENE
Blue

KIRBY, GORDON
WTV, Grand Rapids, Mich.

KIRBY, KLEE
WMAQ, Chicago, Ill.

KIRBY, LEE
WIL, Charlotte, N. C.

KIRCHOFF, ROBERT
KGLI, San Angelo, Texas

KIRKPATRICK, BOB
KFBD, Nampa, Idaho

Kirkwood, John

KKOB, St. Louis, Mo.

KIRK, JOHN
WIBX, Utica, N. Y.

KISTER, GEORGE C.
KMMJ, Grand Island, Neb.

KITTERICK, Enid, Okla.

KLAUWEN, WALTER
WJGC, Bridgeport, Conn.

KLIF, BOB
WIND, Chicago, Ill.

KLOSKY, JAMES A.
KNWC, Greenville, S. C.

KNIGHT, FRANK
WOR-BSB, New York, N. Y.

KNIGHT, FRED
WASL, Philadelphia, Pa.

KNIGHT, JOE PAT
WPAD, Paducah, Ky.

KINN, KIRK
KAFD, Royal Oak, Mich.

KNITEL, MAX
WCAP, Asbury Park, N. J.

KNOPF, H. C.
KGCC, Sidney, Mont.

KNIGHT, JACK
WHO, Des Moines, Iowa

KNOX, BOB
WIBO, Philadelphia, Pa.

KNUDSON, DON
KCID, Spencer, Iowa

KNUDSON, HAROLD
WJAC, Rapid City, S. D.

KOBERNAT, RALPH
WSAM, Saginaw, Mich.

KOENIG, VERNE
KXEO, Peshawaltown, Iowa

KOEWEN, TOBY
KFBK, Sacramento, Calif.

KOHN, ALVIN
WCKX, Fort Lauderdale, Fla.

KOOL, CAL
WBYR, Waterbury, Conn.

KOOP, BOB
KTBL, Tacoma, Wash.

KRAEFT, NORMAN
WENR, Chicago, Ill.

KRAG, NICK
WHIC, Canton, O.

KRAUSE, ARTHUR
WKOI, Kokomo, Ind.

KREIGHOFF, ROBERT
WTOL, Toledo, O.

KRENN, OTTO
WCAE, Pittsburgh, Pa.

KRIEGEL, GIL
WRNY, New York, N. Y.

KROUGH, WILLIAM A.
WJLJ, Beckley, W. Va.

KRUPP, ROGER

LANE, DICK
WHJB, Greensburg, Pa.

LANE, VANCE
KGER, Largo Beach, Calif.

LANG, DAVID
WKAR, East Lansing, Mich.

LANG, WILLIAM

LANGFITT, HOWARD
WKWIL, Shreveport, La.

LANSING-JONES, ANNETTE
WDRC, Hartford, Conn.

LANTRY, C.
KGA, Spokane, Wash.

LARACEY, JAMES
WBCM, Bay City, Mich.

LAVIERE, PAT
KLX, Oakland, Calif.

LARKIN, KEITH
KWRG, Pendleton, Ore.

LARSEN, CLIFF
WLVA, Lynchburg, Va.

LASHBROOK, BOB
eqs, South Bend, Ind.

LAUB, DARYL
WLQI, Minneapolis-St. Paul, Minn.

LAUBE, RAY
WIGM, Medford, Wis.

LAUDRY, JAMES
WDSU, New Orleans, La.

LAUNE, ED
KODY, North Platte, Neb.

LAURIE, BILL
KNET, Palestine, Tex.

LA VIGNE, RICHARD
WHY, Holyoke, Mass.

LAWRENCE, JERRY
WKNX-CVE, Los Angeles, Calif.

LAWRENCE, JOHN
WTOL, Toledo, O.

LAWRENCE, TDEDD
WBYN, Brooklyn, N. Y.

LAWSON, JERROLD
WJTN, Jamestown, N. Y.
LAYTON, CHARLES
WLW, Cincinnati, O.
LEAFER, WOODROW
WQXR, New York, N. Y.
LEE, MARY JOHN
WAG, Cookeville, Tenn.
LEE, TED
WISH, Indianapolis, Ind.
LEEMANS, STEPHEN
WPRP, Providence, R. I.
LEGER, RUSSELL M.
KFAB, Lincoln, Neb.
LEVENT, JOANNE
WICA, Ashataba, O.
LEWIS, WILLARD
WLW, Cincinnati, O.
LEE, FRED
WHO, Des Moines, Iowa
LEONARD, BOB
KXOR, St. Louis, Mo.
LEONARD, HOWARD
WBNR, Warren, O.
LEONARD, LEE
WFMJ, Youngstown, O.
LESLIE, CHARLES
WENR, Chicago, Ill.
LESTER, BILL
KOLY, Phoenix, Ariz.
LEVERTON, BUCK
WFHR, Wisconsin Rapids, Wis.
LEVEY, MARVIN
WDFD, Flint, Mich.
LEVINE, LEO
KNEL, Seattle, Wash.
LEWIS, BOB
WOCM, Asheville, N. C.
LEWIS, DON
WAVL, New Orleans, La.
LEWIS, HENRY
KOAM, Pittsburg, Kansas
LEWIS, WAITE
WTJN, Trenton, N. J.
LINCOVE, DAN
KRMJ, Shreveport, La.
LINDSAY, ARTHUR W.
KXRO, Aberdeen, Wash.
LINFOOT, VICTOR
WVJ, Detroit, Mich.
LINGOTT, TED
WTOP, Washington, D. C.
LINGREN, TED
WHOI, Hammond, Ind.
LINSTROM, JAMES
KOIL, Omaha, Neb.
LIPKER, CHARLES H.
WAFN, Milwaukee, Wis.
LIVINGSTON, ROBERT
WPAY, Portsmouth, O.
LOEFS, LLOYD
KYUM, Yuma, Ariz.
LOEWNER, CAPT., LEROY
WSVA, Harrisonburg, Va.
LOGAN, BILL
KFJZ, Ft. Worth, Tex.
LOGAN, PETE
KELA, Centralia, Wash.
LOJEDIGE, JAMES E.
KIGY, Weslaco, Tex.
LOWDER, COLLIN W.
KLO, Ogden, Utah
LOWE, DON
BLUE
LOWREY, MEADOR
KRLD, Dallas, Tex.
LOWRIE, ROBERT O.
KFQ, Wenatchee, Wash.
LOWTHER, JAMES
W2MN, Fairmont, W. Va.
LUAS, PETER
WBBM, Chicago, Ill.
LUCE, DEAN
WERC, Erie, Pa.
LUDLAM, KENNETH
WRC, Washington, D. C.
LUDWIG, LYTTEL L.
WFSM, Indianapolis, Ind.
LUDEKE, HARRY
WMBD, Peoria, Ill.
LUCENS, ERNEST
WOKJ, Scranton, Pa.
LUND, JACK
KFXJ, Grand Junction, Colo.
LUNQUIST, VERNON
WOCG, Jackson, Miss.
LUSK, BERNARD
KROC, Rochester, Minn.
LURCH, JOHN
WHOM, Jersey City, N. J.
LYNN, JOHN
WSBD, Toledo, Ohio

MAHARAK, GEORGE
WDFD, Flint, Mich.
MABRY, DICK
WIBG, Philadelphia, Pa.
MAC BARTON
KODA, Kilgore, Texas
MacCARTHY, JAMES
WBBR, Wilkes-Barre, Pa.
MacDONALD, MAC
WEW, St. Louis, Mo.
MacDONALD, P. L.
WEI, Boston, Mass.
MacDONALD, ROBERT
KJCR, Seattle, Wash.
MacINTOSH, RAY
WBEN, Buffalo, N. Y.
MACFEE, AL
WNUK, Manchester, N. H.
MACGIVER, BILL
WCOO, Minneapolis-St. Paul, Minn.
MAJOR, ADEN
WLLH, Lowell-Lawrence, Mass.
MALLEY, LEO
WBRY, Waterbury, Conn.
MALLICOT, AL
KGER, Long Beach, Calif.
MALLY, CAP
WNAX, Yankton, S. D.
MALONE, EDWARD A.
KFIN, Grants Pass, Ore.
MANN, ALAN
KFWB, Los Angeles, Calif.
MANN, BOB
WWRL, Woodside, N. Y.
MANN, CHARLES
KTB, Tacoma, Wash.
MANN, NAY
WSET, South Bend, Ind.
MANNING, TOM
WTAM, Cleveland, O.
MANNS, WILLIAM
WIP, Philadelphia, Pa.
MARCH, LOU
KFWB, Los Angeles, Calif.
MARCUS, LES
KWWJ, Portland, Ore.
MARGET, M. M.
KFOX, Minneapolis, Minn.
MARKLE, W. L.
WUSH, Portland, Me.
MARKS, BARNETT
KTAR, Phoenix, Ariz.
MARKS, ERNEST
WROK, Sunbury, Pa.

MARCUM, BILL
KALE, Portland, Ore.
MARS, PETER A.
WLKA, Ludington, Mich.
MARS, DEN, WARREN
WWSB, St. Albans, Vt.
MARSHALL, JOE
KMBB, Kansas City, Mo.
MARSHEL, MARION
WTJN, Trenton, N. J.
MARSTON, BERT
KFXM, San Bernardino, Calif.
MARTIN, BERT
WOR-MBS, New York, N. Y.
MARTIN, CARL
WIL, St. Louis, Mo.
MARTIN, EARL
WFPG, Atlantic City, N. J.
MARTIN, EMERSON
WTRC, Ellkhart, Ind.
MARTIN, GLEN
KLRZ, Denver, Colo.
MARTIN, HARRY
WFSM, Indianapolis, Ind.
MARTIN, JOE
WNAX, Yankton, S. D.
MARTIN, JOHN
WKY, Okahoma City, Okla.
MARTIN, MEL
WKMY, Kingston, N. Y.
MARTIN, NATH
WCIV, Charlottesville, Va.
MARTIN, THOMAS E.
WWWY, Watertown, N. Y.
MARTINSON, ADAL
KWAT, Watertown, S. D.
MASON, BILL
KROS, Clinton, Iowa
MASON, LEE
KTTS, Springfield, Mo.
Masters, ED
WOC, Dayton, Iowa
MATHERS, KEITH
WMT, Cedar Rapids, Waterloo, Iowa
MATHIS, LYLE
KCVX, Redding, Calif.
MATTHEWS, JAMES
CBS, American Radphosey
MATTISON, CHARLES
WHOP, Hopkinsville, Ky.
MATTISON, HENRY
WHR, Washington, D. C.
MAYER, WILLIAM
WTAM, Cleveland, O.
MEADAMS, LON
KJMJ, Fresno, Calif.
MEALISTER, BILL
KSBG, Oklahoma City, Okla.
MEBRIDE, BOB
KWBQ, Corpus Christi, Texas
MEBRIDE, LESTER
KWBQ, Globe, Ariz.
MECAIN, LEE
WHRC, Birmingham, Ala.
MECALL, FRED
WGY, Schenectady, N. Y.
MECCANN, TOM
WSAI, Cincinnati, O.
MCCARTHY, DICK
WKMY, Kingston, N. Y.
MCCOLLUM, RUSSELL
KJRR, Seattle, Wash.
MCCORMACK, MALCOLM
WDBQ, Boston, Mass.
MECOY, M.
KPDN, Pampa, Texas
MECOY, O. B.
KRBC, Abilene, Texas
MCCULLOUGH, BILL
WOR-MBS, New York, N. Y.
MCCULLOUGH, TOM
WJLB, Detroit, Mich.
MECUMBER, GERALD
KJRF, Seattle, Wash.
ANNOUNCERS

McCUNE, DONALD
KRSIC, Seattle, Wash.

McGUIRE, ED
WFMD, Frederick, Md.

McGUTCHEN, DICK
WNAB, Bridgeport, Conn.

McKELLEN, ROBERT
KLFU, Galveston, Texas

McDANIEL, JERRY
KWKD, Wheeling, W. Va.

McDONALD, AL
WSFA, Montgomery, Ala.

McELLEN, JERRY
WCSP, Dayton, Ohio

McELVEEN, MOODY
WCSO, Columbia, S. C.

McENROE, THOMAS
WSFR, Springfield, Mass.

McFARLAND, OWEN
WMCA, New York, N. Y.

McGEEHAN, PAT
WBC, Abbott & Costello, Durante-Moore Show.

McGEEHEE, GENE
KFLH, Wichita, Kan.

McGRATH, TERRY
KMMK, Kansas City, Mo.

McGREGORY, JOHN
KTAZ, Phoenix, Ariz.

McGUIRE, LEE
WJAR, Providence, R. I.

MeHANN, BILL
WJFR, Greenville, Miss.

MeINTYRE, JOHN
Blue Man Called X

MeINTYRE, CHARLES
WMBC, Joplin, Mo.

McKEE, TOM
WHEC, Rochester, N. Y.

McEEHAN, BOB
WHZN, Harlan, Ky.

McKELLAR, DONALD

McKENNA, P. ROBERT
EDEKA, Pittsburgh, Pa.

McKENZIE, E.
WJBJ, Detroit, Mich.

McKINNEY, J. E.
WSOC, Charlotte, N. C.

McKNIGHT, JOHN
WMCA, New York, N. Y.

MELVILLE, ROLLIE
WGRC, Louisville, Ky.

MENARD, GEORGE
WLS, Chicago, Ill.

MICH, JOHN
WRN, Racine, Wis.

MEROUEHR, ARTHUR
WBBM, Chicago, Ill.

MERRIAM, DWIGHT
WKBN, Youngstown, O.

MERRIDGE, REG
WGAR, Cleveland, O.

MERRIN, RICHARD
WMAN, Mansfield, O.

MERRYMAN, ROBERT
WLW, Cincinnati, O.

METZEL, GEORGE
KADA, Ada, Okla.

MEYERS, TED
KFLH, Los Angeles, Calif.

MEZGER, W. L.
WEEL, Boston, Mass.

MICHAEL, HERB

MICKEY, JACK
KTSW, Emporia, Kans.

MILLS, FLOYD
WMBG, Richmond, Va.

MILES, PAUL
WIBG, Philadelphia, Pa.

MILLER, BOB
WDGY, Minneapolis-St. Paul, Minn.

MILLER, CHET
KUJ, Waialua, Walla, Wash.

MILLER, DAVID L.
WTV, Newark, N. J.

MILLS, DEXTER
WDBJ, Roanoke, Va.

MILLER, DON
WDBL, Toledo, O.

MILLER, GEORGE
KADA, Ada, Okla.

MILLER, GLENN CLARK
WCPO, Cincinnati, O.

MILLER, JOE
WLVA, Lynchburg, Va.

MILLER, JOE
KPEL, Denver, Colo.

MILLER, LINWOOD
WSSA, Fall River, Mass.

MILLER, LOREN
WQBC, Vicksburg, Miss.

MILLER, MARVIN
Blue Andrews Sisters

MILLER, OTTO
KSLM, Salem, Ore.

MILLER, ROBERT
KFAM, St. Cloud, Minn.

MILLER, JR., ROSS
WATF, Greenfield, Mass.

MILLER, GLEN
KGEZ, Kalsispell, Mont.

MILLS, FRANK
KGXO, Fort Worth, Dallas, Texas

MILLS, GLEN
KFBQ, Cheyenne, Wyo.

MULLIN, FRANKLIN
WJR, Detroit, Mich.

MONTANO, CARLOS
KPHO, Phoenix, Ariz.

MONTGOMERY, RALPH
KOIL, Omaha, Neb.

MONTGOMERY, THOMAS
WXL, Royal Oak, Mich.

MORE, JIM
KMB, Fort Worth, Texas

MORE, DICK
WEVD, New York, N. Y.

MORE, JIM
WLW, Lexington, Ky.

MORE, KAY
WHBQ, Memphis, Tenn.

MORE, WALKER
KFWZ, Ft. Worth, Texas

MORELLES, JOSE ANTONIO
WPAB, Ponce, Puerto Rico

MORATH, MAX
KVOR, Colorado Springs, Colo.

MORE, FRANK
WMBS, Utica, Ont., Pa.

MORRISON, LEE
WLBB, Brooklyn, N. Y.

MORRIS, L. J.
WMAF, Raleigh, N. C.

MOSLEY, PAUL
WCCO, Minneapolis-St. Paul, Minn.

MOORE, DICK
KBBR, Burling, Iowa

MOSER, CLYDE
WTAR, Norfolk, Va.

MOSER, BERNARD
WCOS, Columbus, S. C.

MOSES, JOHN
WLOG, Lorain, W. Va.

MORTON, DON
KORE, Eugene, Ore.

MOYER, ROBERT
WFTY, Troy, N. Y.

MULLINS, BERNARD
WTIC, Hartford, Conn.

MULVYHILL, JOSEPH
WSTM, Cleveland, O.

MUNSON, STUART
WMT, Cedar Rapids, Waterloo, Iowa

MURPHY, C. H.
WHIS, Bluffield, W. Va.

MURPHY, CHARLES
WDAY, Farmo, N. D.

MURRAY, DON
WNAX, Yorktown, S. D.

MURRAY, TOM
WHOM, Jersey City, N. J.

MUSSEY, JOSE
KOMO, Kansas City, Mo.

N

MULFORD
WPTQ, Tampa, Fla.

NABORS, TED
KRCU, Houston, Texas

NAGLE, ANDREW
WADC, Akron, O.

NASH, BARNES
KTBK, Austin, Texas

NEAL, BOBBY
WMPS, Memphis, Tenn.

NEAL, ERNEST A.
KREM, Spokane, Mont.

Neff, R. H.
WRRN, Warren, O.

NIEHER, DICK
WHO, Des Moines, Iowa

NEIDIG, JR., JOE
KVGB, Great Bend, Kan.

NELLES, ALONZO
WWEB, Buffalo, N. Y.

NELSON, M. L.
Who, Des Moines, Iowa

NELSON, L. C.
WBBB, Burlington, N. C.

NELSON, HOWARD
WDAY, Farro, N. D.

NELSON, L. C.
KAVE, Carlsbad, N. M.

NELSON, THOMAS
KHSI, Chico, Calif.

NEWCOMB, CHARLES
WLW, Cincinnati, O.

NEWCOMB, HERB
WEXB, Chicago, Ill.

NEWELL, H.
WEEI, Boston, Mass.

NEWMAN, FLOYD
KSR, Eureka, Calif.

NEWTON, TOMMY
KTEM, Temple, Texas

NICKEY, ROBERT
WKB, McComb, Miss.

NIDER, BRUCE
KORE, Eugene, Ore.

NILES, DAVID
WEVD, New York, N. Y.

NILES, WENDELL
Blue, Charlotte Greenwich;
CBS, First Bandwagon, Bill
Burke; NBC, Bob Hope, John
ny Mercer.

NOBLE, BEN
KRF, Hollywood, Calif.

NORMAN, DEL
WHO, Kansas City, Mo.

NORMAN, ERIC
WBYN, Brooklyn, N. Y.

NORMAN, GENE
KFVB, Los Angeles, Calif.

NORMAN, JOHN
KFLH, Wichita, Kan.

NORMAN, NEIL
WIB, St. Louis, Mo.

NORMAN, KEN
WILL, Urbana, Ill.

NORRIS, THERESA
WSAM, Huntsville, Texas

NORTON, IVERS J.
WHDL, Olean, N. Y.
RHOADES, HOWARD  
KUJ, Walla Walla, Wash.

RHOADES, BILL, JR.  
KMO, Tacoma, Wash.

RHOADES, DUSTIN  
KEMP, Hollywood, Calif.

RICK, E. A.  
WHBF, Rock Island, Ill.

RICCA, JOSEPH  
KVBC, San Luis Obispo, Calif.

RICE, JAMES  
WWNY, Watertown, N. Y.

RICH, DON  
KCKN, Kansas City, Mo.

RICH, PEGGY  
WRAP, Reading, Pa.

RICHARDS, DON  
WHBU, Anderson, Ind.

RICHARDS, FLOYD  
WTIC, Hartford, Conn.

RICHARDS, ROD  
KHUB, Waspy, Calif.

RICHARDS, RONNIE  
WFMY, Youngstown, Ohio.

Riggs, Glenn  
WBBR, Burlington, N. C.

Riggsby, Lou  
WBBB, WBBR, Burlington, N. C.

KING, BILL  
KWTO, Springfield, Mo.

KINGSTON, R.  

ROARK, CHARLES "TEX"  
KGY, Olympia, Wash.

ROBARTOR, HARRY  
WMAS, Springfield, Mass.

RODGERS, DAVID  
WEBM, Indianapolis, Ind.

RODGERS, DON  
WRBN, Youngstown, O.

ROEDEL, JOHN  
WBOW, Terre Haute, Ind.

ROEDEL, JACK  
WHIZ, Zanesville, O.

ROEN, LOUIS  
WMAG, Chicago, Ill.

ROGERS, CARL  
KRGB, Ft. Wayne, Ind.

ROGERS, CHARLES  
WTV, East St. Louis, III.

ROGERS, ED  
WTOP, Washington, D. C.

ROGERS, PAUL  
WMAS, Springfield, Mass.

ROGERS, RALPH  
WAPL, Birmingham, Ala.

RONAN, HONORE  
WDAN, Danville, Ill.

RÖP, JOHN  
WCOS, Columbia, S. C.

ROSE, BOB  
KROI, Roanoke, Va.

ROSE, JOHN  
WROR, Knoxville, Tenn.

ROSEN, ELEANOR C.  
KABR, Aberdeen, S. D.

ROSENTHAL, MORT  
WGBI, Scranton, Pa.

ROSS, BOB  
WTCN, Minneapolis-St. Paul, Minn.

ROSS, JACK  
WHAM, Rochester, N. Y.

ROSSMAN, VERN  
KRCR, Enid, Okla.

ROUSH, SIEGEL A.  
KWHO, Dayton, Ohio.

ROWE, RALPH  
WMF, Cedar Rapids, Waterloo, Iowa.

ROWLAND, FRANK  
WJW, Detroit, Mich.

ROWLEY, JEFF  
KSUB, Cedar City, Utah.

ROWLEY, ROBERT  
WJR, Detroit, Mich.

ROY, MICHAEL  
Blue

ROYSTER, N. L.  
WOLS, Florence, S. C.

RUCKLE, HOWARD  
WSIX, Nashville, Tenn.

RUEGG, FRED  
KQW, San Jose, Cal.

RUEHL, PAUL  
WBBB, Bend, Ore.

RUMORE, JOE  
WAPI, Birmingham, Ala.

RUSK, CLAY  
WHO, Des Moines, Iowa.

RUSON, RICHARD E.  
KOA, Corvalis, Ore.

RUSSELL, BILL  
KANS, Wichita, Kans.

RUSSELL, BOB  
KBOI, St. Joseph, Mo.

RUSSELL, EARLE JR.  
KPKJ, Sacramento, Cal.

RUSSELL, JOE JR.  
WELO, Tupelo, Miss.

RUSSELL, JOHN  
WCS, Charleston, S. C.

Sadler, John  
WROL, Knoxville, Tenn.

SAFFORD, EDWARD L.  
KTSM, El Paso, Tex.

SAGE, JOHN  
KROW, Oakland, Calif.

SAGE, MICHAEL  
WMCA, New York, N. Y.

SAGRAVES, EDWARD  
WPAY, Portsmouth, O.

SALERA, JACK  
WJPA, Providence, R. I.

SALERNO, FRANK  
WBEN, Buffalo, N. Y.

SANDERS, HUGH  
WOR, MBS.

SANDERS, WAYNE A.  
KKEU, Tucson, Ariz.

SATHER, DICK  
KFKM, St. Cloud, Minn.

SAUNDERS, BOB  
WUMR, Manchester, N. H.

SAUNDERS, GIL  
WKRO, Kalamazoo, Mich.

SAUNDERS, JOHN  
WGB, Cleveland, O.
Samuelson, Robert
WNBN, Columbus, O.
Sawyer, Bill
KEX, KGW, Portland, Ore.
Sawyer, Vernon E.
KMO, Tacoma, Wash.
Saxon, James
WJFU, Washington, Pa.
Saxon, Joe
WPAD, Paducah, Ky.
Saxton, Lloyd
KDON, Monterey, Cal.
Sayles, Fred
WAAJ, Newark, N. J.
Scannlon, Art
WINS, New York, N. Y.
Scannlon, Jack
WOR, MBS.
Schaeufer, John
Schilling, Fred
WNYT, Watertown, N. Y.
Schindler, Frank
WTVAR, Atchison, Kans.
Schlcerer, Verne
KBET, Jonesboro, Ark.
Slicher, John
KCKN, Kansas City, Mo.
Schimeler, R.
WHAZ, Troy, N. Y.
Schmidt, Ray
WTMY, E. St. Louis, Ill.
Schneider, Albert F.
WSPP, Toledo, Ohio.
Scott, John
WOR, MBS.
Scott, Larry
WOWO, Ft. Wayne, Ind.
Scott, Robert
WCAF, Asbury Park, N. J.
Scott, Robert
KEFV, Denver, Colo.
Scott, Wm. H.
WHFC, Chicago, Ill.
Searels, N. K.
WEMP, Milwaukee, Wisc.
Searels, Tom
KSOO, Sioux Falls, S. D.
Seavey, Cecil
KOA, Denver, Colo.
Sebastian, Charles
WLS, Chicago, Ill.
Seehafer, John
WFHR, Wisconsin Rapids, Wis.
Seewol, Charles
KXOK, St. Louis, Mo.
Seltzer, Everett
WHTD, Hartford, Conn.
Seiferd, Charles
WTON, Springfield, Mo.
Seifert, Scot
KXA, Seattle, Wash.
Setterburg, Dick
KIRB, Burlington, Iowa.
Sevens, Don
WMUR, Manchester, N. H.
Sewald, Lester
WRAE, Willamsport, Pa.
Sexhauer, Bob
WJLB, Columbia, Mo.
Skydaughter, Bill
WBBM, Chicago, Ill.
Shade, Harlan
KXOK, Sweetwater, Tex.
Shaffer, Max J.
WIBU, Anderson, Ind.
Shaner, Elmer
KOMA, Oklahoma City, Okla.
Shannon, Paul V.
KDRA, Pittsburgh, Pa.
Shappard, Bill
WIN, New York, N. Y.
Sharp, Vernon
KVFD, Ft. Dodge, Iowa.
Sharpe, Elizabeth
WBLK, Clarksburg, W. Va.
Sharpe, William
KWFT, Wichita Falls, Tex.
Sharpee, Olive
WKLQ, Decorah, Iowa.
Shaw, George
WSLS, Roanoke, Va.
Shaw, Stan
Blue
Shay, BOB
WCHV, Charlottesville, Va.
Sheehing, Gordon A.
WCAO, Baltimore, Md.
Shein, Alice
WBTH, Williamson, W. Va.
Sheley, Sam
KPOW, Powell, Wyo.
Sheeldon, Don
WROK, Rockford, Ill.
Shepard, Bob
MBS, Blue
Shera, Art
WOOD, Grand Rapids, Mich.
Somons, Ernie
WITH, Baltimore, Md.
Simpson, Jimmy
WWRC, Greenville, S. C.
Simpson, Jimmy
WWDC, Washington, D. C.
Simpson, John
KOTA, Rapid City, S. D.
Sims, Sam K.
WBFM, Indianapolis, Ind.
Sinclair, John
KID, Idaho Falls, Idaho.
Singer, Frank
WRAW, Reading, Pa.
Sipes, Leon
KELD, El Dorado, Ark.
Skinner, George
WLW, Cincinnati, O.
Slagle, John
WXYZ, Detroit, Mich.
Slaton, Sonya
WLABW, Muscle Shoals, Ala.
Sloan, Paul
KMTR, Hollywood, Cal.
Slomskie, Robert N.
WWHO, Dayton, O.
Slotta, Helen
WODE, Dubuque, Ia.
Smedes, Lewis
WLAB, Grand Rapids, Mich.
Smith, B. A.
KPRU, Henderson, Ky.
Smith, Bernie
WEJQ, Harrisburg, Ill.
Smith, Blaine
KCHC, Enid, Okla.
Smith, Burleigh
WHBU, Hollywood, Calif.
Smith, Burrell
WGY, Schenectady, N. Y.
Smith, Cal
KROC, Rochester, Minn.
Smith, Charlie
WCHV, Charlottesville, Va.
Smith, Dale
KJR, Seattle, Wash.
Snyder, J. M.
WFGG, Altoona, Pa.
Snyder, Robert W.
KIUJ, Garden City, Kan.
Soet, Millicent
WICA, Ashtabula, O.
Sonis, Berton
WCHS, Charleston, W. Va.
Sonis, Ernest
WGRV, Charleston, W. Va.
Sorrell, William
WKR, Lansing, Mich.
Sorenson, Fritz
WFIN, Findlay, O.
Souliere, Cecile
WWSR, St. Albans, Vt.
Sparks, Gordon A.
WEXL, Royal Oak, Mich.
Spears, Charles
WORD, Spartanburg, S. C.
Spencer, Nelson
WFCI, Pawtucket, R. I.
Spencer, Ray
WBK, Cleveland, O.
Spencer, W. Mondell
KWAL, Walla Walla, Idaho.
Spiegler, Stan
KXRO, Aberdeen, Wash.
Spengler, Roland
WBOK, Rockford, Ill.
Sprague, Edgar A.
WOSU, Columbus, O.
Squires, Alonzo G.
WAYS, Charlotte, N. C.
St. George, Dorian
Blue
Stark, Lonnie
WBOC, Salisbury, Md.
Stark, Ray
WFGA, Atlantic City, N. J.
Steefes, Arthur
KXNO, Winona, Minn.
Steiger, Sam
WMOH, Hamilton, O.
Steinberg, Alex
WGKV, Charleston, W. Va.
Stephane, Bernie
WJFB, Marshalltown, Iowa.
Stephens, Harold
WRAJ, Atlantic City, N. J.
Stern, Wally
WMH, Hamilton, O.
Stevens, Bill
KOMA, Oklahoma City, Okla.
Stevens, Ed
KJH, Hollywood, Cal.
Stevens, G. Alston
WTH, Baltimore, Md.
ANNOUNCERS

STOLLE, STANLEY
WAIR, Winston Salem, N. C.

STONE, ERNEST
WMCA, New York, N. Y.

STONE, ROLAND
KTRU, Modesto, Calif.

STONE, VIRGIL
KOSA, Kilgore, Tex.

STONER, PETER
WTIC, Hartford, Conn.

STUART, ALLEN
WNYA, New York, N. Y.

STUART, STREETER
WBZ, Boston, Mass.

STUBBS, DON
KDAL, Duluth, Minn.

STUER, MARJ.
KWOC, Poplar Bluff, Mo.

STUDEY, EDWARD
WOL, Washington, D. C.

STUMP, GEORGE
KCRM, Kansas City, Mo.

STUTZ, ELWOOD
WENX, Philadelphia, Pa.

STYLES, HAL
KFWD, Los Angeles, Calif.

SUMMERS, JOE
KVOD, Denver, Colo.

SUMMerville, DON
WBNS, Columbus, O.

SUTHERLAND, S.
WISN, Milwaukee, Wis.

SUTHERLAND, WILBUR
KDKA, Pittsburgh, Pa.

SWIFT, RODNEY
WGY, Schenectady, N. Y.

SWIMLAR, PAUL R.
WCOR, Boston, Mass.

SWINK, CHARLES
WGAN, Cleveland, O.

THIBODEAUX, MAR D.
KVOL, Lafayette, La.

THOMAS, FRANK
KFB, Cheyenne, Wyo.

THOMAS, JORDON
WTMJ, Milwaukee, Wis.

THOMAS, WM.
KJP, Wenatchee, Wash.

THOMPSON, ELOVIND
WCSC, Charleston, S. C.

THOMPSON, MISS MARTHA
KML, Mobile, Ala.

THOMSON, VERI K.
KELO, Sioux Falls, S. D.

THORNE, GEORGE
WEBR, Buffalo, N. Y.

THURSTON, JACK
KXEL, Waterloo, Iowa

THWAITES, DOROTHY G.
KFUN, Las Vegas, N. M.

THWAITES, E. N.
KFUN, Las Vegas, N. M.

TIBAUT, JOSEPH
WPRO, Providence, R. I.

TIBOR, MISS MARY LEE
WMDB, Mobile, Ala.

TIDEMAN, WARNER C.
KATE, Albert Lea, Minn.

TINCHER, BILL
KANS, Wichita, Kans.

TINGLEY, IRVING
KWNO, Winona, Minn.

TIOB, JOSEPH
WINS, New York, N. Y.

TIN, PAT
KFRC, Columbia, Mo.

TODD, GEORGE
WHR, Cleveland, O.

TODD, JOHN
KOAM, Pittsburgh, Kans.

TOMLINSON, GEORGE
WDBC, Hartford, Conn.

TOMLINSON, MALCOLM

TORREGROSA, J. LUIS
WKQX, San Juan, Puerto Rico

TOWNE, EPH
KFJX, Grand Junction, Colo.

TOZIER, HAL
WJR, Detroit, Mich.

TRANTER, CHARLES R.
WJTN, Jamestown, N. Y.

TUCKER, HARLAND
KALE, Portland, Ore.

TUCKER, JOE
WWJ, Pittsburgh, Pa.

TUCKER, ROBERT
WPAY, Portsmouth, O.

TEELL, GORDON
KIRO, Seattle, Wash.

TURNER, HOWARD
WBT, Charlotte, N. C.

TURNER, JESSE GRANT
WSM, Nashville, Tenn.

TURNER, LARRY
KYSM, Mankato, Minn.

TURNER, WALT
WWVA, Wheeling, W. Va.

TURRELL, ROGER
WPAY, Portsmouth, O.

TUTHILL, DAN
WPEN, Ft. Lauderdale, N. M.

TUTTLE, DONALD
WHY, Holyoke, Mass.

U

ULBROOK, RAY

UNDERHILL, ROG
WIND, Chicago, Ill.

VAILE, DAVE
CBS

VALENTINE, RANCE
WTAM, Cleveland, O.

VALENTYNE, ANN
WHB, Muskegon, Mich.

VAN ALSIER, RUBY ROSE
KOKO, La Junta, Colo.

VAN BUREN, HURFORD
WFIN, Marion, O.

VAN BUSKIRK, GENE
KLS, Oakland, Calif.

VAN ELLS, NEAL
WAIO, Vineennes, Ind.

VAN KLEEECK, ROBERT
WOLF, Syracuse, N. Y.

VAN OSCH, JOHN
WIND, Chicago, Ill.

VARES, GEORGE
WEDQ, Chicago, Ill.

VASSAR, CHARLES
WHIS, Bluefield, W. Va.

VALAZQUEZ, TORRES O.
WKAQ, San Juan, Puerto Rico

VENABLES, ROBERT
WBBM, Chicago, Ill.

VENELL, WILLIAM A.
WHO, Des Moines, Iowa

VENN, ELMA
WOSU, Columbus, O.

VERGA, GILBERT
WNOA, Denver, Colo.

VERDIER, JACK
WOOD, Grand Rapids, Mich.

VIEHMAN, ED
WCCO, Minneapolis-St. Paul, Minn.

VOGELMAN, ROY
WHA, Madison, Wis.

VOGEL, RICHARD
WOI, Ames, Iowa

VOLLMER, ART
WSWO, Decatur, Ill.

VON ZELL, HARRY
WABC

VORONKO, J. J.
WEDQ, Chicago, Ill.

VORTON, RAYMOND H.
KDFZ, Fond du Lac, Wis.

VREDEVELD, AL
WKBZ, Muskegon, Mich.

TYLER, WAYNE
WWVA, Lynchburg, Va.

TYRELL, WALTER
WIZH, Baltimore, Md.

TYSON, DAVID S.
WWWS, Pittsburgh, Pa.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Network</th>
<th>City/Location</th>
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<tbody>
<tr>
<td>Wade, Virginia</td>
<td>WCED</td>
<td>Dubois, Pa.</td>
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<tr>
<td>Wade, Tom</td>
<td>WLW</td>
<td>Cincinnati, O.</td>
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<tr>
<td>Waite, Bud</td>
<td>KFI</td>
<td>Los Angeles, Calif.</td>
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<tr>
<td>Wait, Richard L.</td>
<td>KPAB</td>
<td>Lincoln, Neb.</td>
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<tr>
<td>Waldeck, Frank</td>
<td>WBZ</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>Waldrop, Jim</td>
<td>NBC</td>
<td>See Page 170.</td>
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<tr>
<td>Walling, James</td>
<td>CBS</td>
<td>Jack Kirkwood Show, Texaco Star Theatre; Blue, Philco Hall of Fame.</td>
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<td>Walston, George</td>
<td>WRNE</td>
<td>Washington, N. C.</td>
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<td>WCCO</td>
<td>Minneapolis-St. Paul, Minn.</td>
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<td>Ward, Perry</td>
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<tr>
<td>Warner, Al</td>
<td>KEMT</td>
<td>Hollywood, Calif.</td>
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<td>Weeks, Warren</td>
<td>KEX</td>
<td>Portland, Ore.</td>
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<td>Weddle, Doug</td>
<td>WFMD</td>
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<td>Weggman, Edward</td>
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<td>Buffalo, N. Y.</td>
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<td>Weinart, Ad</td>
<td>KPHO</td>
<td>Phoenix, Ariz.</td>
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<td>Welch, Phillip</td>
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<td>Boston, Mass.</td>
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<td>Welk, Frank</td>
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<td>Charleston, W. Va.</td>
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<td>Wells, Bob</td>
<td>WTBA</td>
<td>Batavia, N. Y.</td>
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<td>Wells, Earl</td>
<td>WHB</td>
<td>Kansas City, Mo.</td>
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<td>Wells, Jack</td>
<td>KODY</td>
<td>North Platte, Neb.</td>
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<td>Wells, Marshall</td>
<td>WJR</td>
<td>Detroit, Mich.</td>
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<td>Wells, Robert</td>
<td>KOL</td>
<td>Seattle, Wash.</td>
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<tr>
<td>Weltman, Frank</td>
<td>KTMS</td>
<td>Santa Barbara, Calif.</td>
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<tr>
<td>Wendell, Connie</td>
<td>KELA</td>
<td>Sherman, Texas</td>
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<tr>
<td>Wenninger, Maurice</td>
<td>KTBS</td>
<td>Shreveport, La.</td>
</tr>
<tr>
<td>West, Harley</td>
<td>WMIR</td>
<td>Marion, O.</td>
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<td>Westervamp, Richard</td>
<td>WTN</td>
<td>Hartford, Conn.</td>
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<td>White, Bob</td>
<td>WMM</td>
<td>Fresno, Calif.</td>
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<tr>
<td>White, Clair A.</td>
<td>WBCM</td>
<td>Bay City, Mich.</td>
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<td>White, Paul</td>
<td>WKBN</td>
<td>Youngstown, O.</td>
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<td>White, Vernon</td>
<td>KSFO</td>
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<td>Whitley, Bill</td>
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<td>Whitman, Hal</td>
<td>WDFD</td>
<td>Flint, Mich.</td>
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<tr>
<td>Whitney, Phil</td>
<td>WFVA</td>
<td>Fredericksburg, Va.</td>
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<td>Whittaker, Edwin</td>
<td>WNB</td>
<td>Binghamton, N. Y.</td>
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<td>Whitworth, Roy</td>
<td>KYOO</td>
<td>Tulsa, Okla.</td>
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<tr>
<td>Wicks, John W.</td>
<td>WATW</td>
<td>Ashland, Wisc.</td>
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<tr>
<td>Widmark, Herb</td>
<td>WBIC</td>
<td>Indianapolis, Ind.</td>
</tr>
<tr>
<td>Wiggins, Casper</td>
<td>WIS</td>
<td>Columbus, S. C.</td>
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<tr>
<td>Wilde, Russ</td>
<td>WOKO</td>
<td>Albany, N. Y.</td>
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<tr>
<td>Willard, George</td>
<td>WMCA</td>
<td>New York, N. Y.</td>
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<tr>
<td>Willhite, Howard</td>
<td>WSOT</td>
<td>Decatur, Ill.</td>
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<tr>
<td>Williams, Austin</td>
<td>WSAI</td>
<td>Cincinnati, O.</td>
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<tr>
<td>Williams, Bill</td>
<td>KEX</td>
<td>Nampa, Idaho</td>
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<tr>
<td>Williams, Bob</td>
<td>NBC</td>
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<td>Williams, Carl</td>
<td>WATW</td>
<td>Ashland, Wisc.</td>
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<td>Williams, Dal</td>
<td>KHL</td>
<td>Hollywood, Calif.</td>
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<td>Williams, Earl</td>
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<td>Denver, Colo.</td>
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<td>Williams, Vince</td>
<td>WGY</td>
<td>Schenectady, N. Y.</td>
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<td>Williams, Wally</td>
<td>WBG</td>
<td>Greensboro, N. C.</td>
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<td>KOW</td>
<td>San Jose, Calif.</td>
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<td>Wills, Anne</td>
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<td>Wilson, George</td>
<td>WMFF</td>
<td>Plattsburg, N. Y.</td>
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<td>Wilson, George H., Jr.</td>
<td>WTSU</td>
<td>Stoubeaville, O.</td>
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<td>Wilson, Glen</td>
<td>WINS</td>
<td>New York, N. Y.</td>
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<td>Wilson, Joseph</td>
<td>WENR</td>
<td>Chicago, Ill.</td>
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<tr>
<td>Wilson, J. C.</td>
<td>KIWA</td>
<td>Little Rock, Ark.</td>
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<tr>
<td>Wilson, Leonard E.</td>
<td>KOKO</td>
<td>La Junta, Colo.</td>
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<tr>
<td>Wilson, Lively</td>
<td>WLB</td>
<td>Bowling Green, Ky.</td>
</tr>
<tr>
<td>Winkler, Nan</td>
<td>WFVA</td>
<td>Fredericksburg, Va.</td>
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<tr>
<td>Woodward, Martin A.</td>
<td>KJJO</td>
<td>Seattle, Wash.</td>
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<tr>
<td>Worley, Dave</td>
<td>KWFT</td>
<td>Wichita Falls, Tex.</td>
</tr>
<tr>
<td>WORTENDYKE, ROBERT</td>
<td>WTBY</td>
<td>Troy, N. Y.</td>
</tr>
<tr>
<td>Wray, John</td>
<td>KWIL</td>
<td>Albany, Ore.</td>
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<tr>
<td>Yack, George</td>
<td>WBA</td>
<td>West Lafayette, Ind.</td>
</tr>
<tr>
<td>Yeager, Don</td>
<td>WSZ</td>
<td>Huntington, W. Va.</td>
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<tr>
<td>Yocum, Joe</td>
<td>KFWB</td>
<td>Los Angeles, Calif.</td>
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<tr>
<td>York, Melvin</td>
<td>KELA</td>
<td>Corona, Wash.</td>
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<tr>
<td>Young, Bob</td>
<td>WMDB</td>
<td>Peoria, Ill.</td>
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<td>Young, Duane</td>
<td>WHEB</td>
<td>Portsmouth, N. H.</td>
</tr>
<tr>
<td>Young, Earl</td>
<td>WCLY</td>
<td>Muscle Shoals City, Ala.</td>
</tr>
<tr>
<td>Young, George</td>
<td>WCED</td>
<td>Dubois, Pa.</td>
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<td>—— Z ——</td>
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<tr>
<td>Zabel, James</td>
<td>WHO</td>
<td>Des Moines, Iowa</td>
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<tr>
<td>Zeana, Charlie</td>
<td>WSPA</td>
<td>Muscatine, Ia.</td>
</tr>
<tr>
<td>Ze lens, Robert</td>
<td>WGES</td>
<td>Chicago, Ill.</td>
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<tr>
<td>Ziegenhagen, Al</td>
<td>WLB</td>
<td>Minneapolis, Minn.</td>
</tr>
<tr>
<td>Zimmerman, Joanne</td>
<td>KPCL</td>
<td>Lake Charles, La.</td>
</tr>
<tr>
<td>Zinkand, Phil</td>
<td>WWSW</td>
<td>Pittsburgh, Pa.</td>
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<tr>
<td>Name</td>
<td>Program / Role</td>
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<tr>
<td>Harry Ackerman</td>
<td>Vice President in charge of all radio program operation at Young &amp; Rubicam</td>
<td></td>
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<tr>
<td>Wendell Adams</td>
<td>OWI (overseas)</td>
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<tr>
<td>Wylie Adams</td>
<td>Blue Network</td>
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<td>Addison Amor</td>
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<tr>
<td>Martin Andrews</td>
<td>“Girl Back Home,” “Connee Boswell Show,” “Appointment with Life,” “My True Story,” “A Nation’s Monument” (5th War Loan)</td>
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<tr>
<td>Corp. Ira Ashley</td>
<td>Armed forces</td>
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<tr>
<td>Irá Avery</td>
<td>NBC</td>
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<tr>
<td>Lt. Howard G. Barnes</td>
<td>Armed forces</td>
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<tr>
<td>John Becker</td>
<td>CBS</td>
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<tr>
<td>Joseph Bell</td>
<td>“Big Town”</td>
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<tr>
<td>Gertrude Berg</td>
<td>“The Rise of the Goldbergs”</td>
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<tr>
<td>Lawrence Berns</td>
<td>“Jack Carson”</td>
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<tr>
<td>Frederick Bethel</td>
<td>“Here’s to Romance”</td>
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<tr>
<td>Fritz Blocki</td>
<td>“Chick Carter”</td>
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<tr>
<td>Roger Bower</td>
<td>“Can You Top This?” “You Can’t Take It with You,” “Walter Hampden Program,” “Jane Cowl Program,” “Treasure Hour of Song”</td>
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<tr>
<td>Marguerite H. Bowman</td>
<td>Ruthrauff &amp; Ryan</td>
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<tr>
<td>William Brennan</td>
<td>CBS</td>
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<tr>
<td>Maj. Edward A. Byron</td>
<td>Armed forces</td>
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<tr>
<td>Stuart Buchanan</td>
<td>“Out of the Shadows,” “Adventure of the Falcon,” “It’s Murder,” “Jungle Jim,” “Front Page Drama”</td>
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<tr>
<td>Ralph Starr Butler, Jr.</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Edmund L. Cashman</td>
<td>Foote, Cone &amp; Belding (Hollywood)</td>
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<tr>
<td>Dick Charles</td>
<td>“Dixieland Houseparty” “Eddie Condon’s Jazz Concert”</td>
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<tr>
<td>Jay Clark</td>
<td>“Can You Top This?” “This Changing World”</td>
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<tr>
<td>John Cleary</td>
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<td>Phil Cohan</td>
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<tr>
<td>Lee Cooley</td>
<td>Supervisor, daytime radio productions, and Director of Television for Ruthrauff &amp; Ryan</td>
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<tr>
<td>Capt. Ted Corday</td>
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<tr>
<td>Norman Corwin</td>
<td>“Columbia Presents Corwin”</td>
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<tr>
<td>Walter Craig</td>
<td>Vice-President in charge of Radio, Benton &amp; Bowles</td>
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<tr>
<td>George Creamer</td>
<td>“Army Hour,” “Here’s Babe Ruth,” “Music of the New World”</td>
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<tr>
<th>Name</th>
<th>Network</th>
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<tbody>
<tr>
<td>Joseph M. Daly</td>
<td>NBC</td>
<td>&quot;Perry Mason&quot;</td>
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<tr>
<td>Carlo De Angelo</td>
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<td>&quot;The Aldrich Family&quot;</td>
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<tr>
<td>Guy della-Cioppa</td>
<td>OWI (overseas)</td>
<td>&quot;Mystery Theatre&quot;</td>
</tr>
<tr>
<td>Norman Dicken</td>
<td>Blue Network</td>
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</tr>
<tr>
<td>John Dietz</td>
<td>CBS</td>
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<tr>
<td>Edwin Duerr</td>
<td>NBC</td>
<td>&quot;Voice of Firestone&quot;</td>
</tr>
<tr>
<td>Paul Dumont</td>
<td>NBC</td>
<td>&quot;Army Hour&quot;</td>
</tr>
<tr>
<td>Edwin L. Runham</td>
<td></td>
<td>&quot;We Love and Learn&quot;</td>
</tr>
<tr>
<td>Carl Eastman</td>
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<td>&quot;Famous Jury Trials&quot;</td>
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<tr>
<td>DeVeré Engelbach</td>
<td>Free lance</td>
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<tr>
<td>Garnet Garrison</td>
<td>NBC</td>
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<tr>
<td>William Gernannt</td>
<td>Free lance</td>
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<tr>
<td>Mark Goodson</td>
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<tr>
<td>Mitchell Grayson</td>
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<td>&quot;New World Acoming&quot;</td>
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<tr>
<td>Axel Gruenberg</td>
<td>Free Lance</td>
<td>&quot;Frank Colby's Words&quot;</td>
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<tr>
<td>Arthur Hanna</td>
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<td>&quot;David Harum&quot;</td>
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<tr>
<td>Jay Hanna</td>
<td>J. Walter Thompson</td>
<td>&quot;Lora Lawton&quot;</td>
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<td>Tom Hicks</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Jack Hill</td>
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<tr>
<td>Harry Holcombe</td>
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<td>&quot;Tena and Tim,&quot; &quot;Judy and Jane,&quot; &quot;Dr. I. Q.,&quot; &quot;Detroit Symphony&quot;</td>
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<td>Garrett Hollihan, Jr.</td>
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<tr>
<td>Lt. Clinton Johnson</td>
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<tr>
<td>Jack Johnstone</td>
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<td>&quot;The Man Called X&quot;</td>
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<tr>
<td>Bruce Kamman</td>
<td>NBC</td>
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<tr>
<td>Ray H. Kamman</td>
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<td>&quot;Grand Central Station&quot;</td>
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<tr>
<td>G. Bennett Larson</td>
<td>All programs for WWDC</td>
<td>&quot;Quiz of Two Cities&quot;</td>
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<tr>
<td>Anton M. Leader</td>
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<td>&quot;Words at War&quot;</td>
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<td>&quot;Beat the Band&quot;</td>
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<td>&quot;Eternal Light&quot;</td>
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<tr>
<td>Winifred Lenihan</td>
<td>Young &amp; Rubicam</td>
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<tr>
<td>Richard Leonard</td>
<td>&quot;Stella Dallas,&quot; &quot;Chaplain Jim USA,&quot; &quot;Front Page Farrell,&quot; &quot;Mr. Keen, Tracer of Lost Persons&quot;</td>
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<tr>
<td>Lt. David Levy</td>
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<tr>
<td>Roy Lockwood</td>
<td>British Broadcasting Corp.</td>
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<tr>
<td>Marx Loeb</td>
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<td>&quot;Theatre of Romance,&quot; &quot;Date Line,&quot; &quot;This Life Is Mine,&quot; &quot;Service Time&quot;</td>
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<tr>
<td>Pvt. Joseph Losey</td>
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<tr>
<td>Basil Loughrane</td>
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<td>&quot;The Light of the World&quot;</td>
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<tr>
<td>John W. Loveton</td>
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<td>&quot;Mr. and Mrs. North&quot;</td>
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<tr>
<td>John Henry Macdonell</td>
<td>United Nations Information Office</td>
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<tr>
<td>Kenneth W. MacGregor</td>
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<td>&quot;Grand Ole Opry,&quot; &quot;Harry Savoy Show,&quot; &quot;Thanks to the Yanks&quot;</td>
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<tr>
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<td>Sherman A. (Jock) MacGregor</td>
<td>Blue Network</td>
<td>“Nick Carter,” “Cisco Kid,” “Mysterious Traveler,” “Real Stories from Real Life”</td>
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<tr>
<td>Lindsay MacHarrie</td>
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<tr>
<td>Nila Mack</td>
<td>NBC</td>
<td>“Let’s Pretend”</td>
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<td>Martin Magner</td>
<td>Free lance</td>
<td>“Doctors at War,” “Hot Copy,” “Arthur Hopkins Presents,” “Radio Reader’s Digest”</td>
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<td>Joseph Mansfield</td>
<td>Blue Network</td>
<td>“Colgate Sports Newsreel,” “Lands of the Free,” “Adventure Ahead,” “Carton of Cheer,” “Mirth and Madness”</td>
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<td>William Marshall</td>
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<td>Harold McGee</td>
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<td>Wesley McKee</td>
<td>OWI London</td>
<td>“My Best Girls”</td>
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<td>Kathleen McMahon</td>
<td>Ruthrauff &amp; Ryan</td>
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<td>Arnold Michaelis</td>
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<td>John Dietrich Mitchell</td>
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<td>Brewster Morgan</td>
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<td>Herbert M. Moss</td>
<td>OWI London</td>
<td>“Truth Or Consequences” “Raleigh Room with Hildegarde”</td>
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<td>Oliver Nicoll</td>
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<td>Robert Nolan</td>
<td>CBS</td>
<td>“Radio Reader’s Digest,” “Keep Up with the World with Elgin,” “Ethel Barrymore as Miss Hattie”</td>
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<td>Lester O’Keefe</td>
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<td>“The Music America Loves Best”</td>
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<td>“Serenade to America” “For the Record”</td>
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<td>OWI London</td>
<td>“That’s a Good One,” “Deadline Dramas,” “Hobby Lobby”</td>
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<td>Herbert S. Polesie</td>
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<td>“It Pays to Be Ignorant”</td>
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<td>William S. Rainey</td>
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<td>“Business Men Look to the Future”</td>
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<td>Capt. Irving K. Reis</td>
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<td>Ernest Ricca</td>
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<td>“Romance of Helen Trent,” “Amanda of Honeymoon Hill,” “Dick Brown Show”</td>
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<td>Herbert C. Rice</td>
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<td>Thomas L. Riley</td>
<td>South America</td>
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<td>William N. Robson</td>
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<td>“The Man Behind the Gun,” “Fourth War Loan Series,” “Four for the Fifth,” “Man Called X,” “Radio Reader’s Digest”</td>
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<td>Jack Roche</td>
<td>“Duffy’s Tavern”</td>
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<td>William P. Rousseau</td>
<td>“Grand Central Station,” “Ted Malone from London,” “The Adventures of Ellery Queen”</td>
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<td>Jack Rubin</td>
<td>“Mary Small Show—Junior Miss”</td>
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<td>Herbert C. Sanford</td>
<td>N. W. Ayer &amp; Son (Hollywood)</td>
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<tr>
<td>Richard Sanville</td>
<td>“Wilderness Road,” “School of the Air: New Horizons and Tales from Far and Near,” “Dangerously Yours”</td>
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<td>Victor Seydel</td>
<td>“Counterspy,” “Mary Small Revue,” “Good Will Hour,” “Steel Horizons”</td>
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<td>Robert Lewis Shayon</td>
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<td>James Sheldon</td>
<td>“Listening Post,” “Songs by Downey”</td>
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<td>Robert S. Steel</td>
<td>“Ellery Queen,” “The Shadow”</td>
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<td>Paul Stewart</td>
<td>“Cavalcade of America”</td>
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<td>William M. Sweets</td>
<td>“Counterspy,” “Gang Busters”</td>
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<td>Frank K. Telford</td>
<td>“Molle Mystery Theatre”</td>
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<td>Day Tuttle</td>
<td>“Bright Horizon,” “Molle Mystery Theatre,” “Aldrich Family,” “William and Mary”</td>
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<td>Willson M. Tuttle</td>
<td>Ruthrauff &amp; Ryan</td>
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<td>Lester Vail</td>
<td>“March of Time”</td>
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<td>Chick Vincent</td>
<td>“Pepper Young’s Family,” “Charlie Chan”</td>
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<tr>
<td>Charles Warburton</td>
<td>“My True Story”</td>
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<td>Pvt. Albert Ward</td>
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<tr>
<td>Kenneth Webb</td>
<td>“Theatre of Today”</td>
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<td>Pvt. Robert Welch</td>
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<tr>
<td>John Wellington</td>
<td>“Double or Nothing”</td>
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<td>George Wiest</td>
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<tr>
<td>Theodora Yates</td>
<td>“Young Doctor Malone,” “When a Girl Marries”</td>
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<td>Lt. George J. Zachary</td>
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</table>

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Home Economics Directors
of Stations in United States

WITH food and other commodities facing more stringent rationing, millions of women depend upon their home economics director to transmit to them and explain the status of the market and ration points.

Ever-changing conditions on the home front makes the woman director important in the life of nearly every family as she interprets the government's messages and the steps needed for complete cooperation between government and civilian.

Alabama

Desatur, WMSL ............. Pat Wright
Birmingham, WAPI ........... Mrs. Leo Copeland
Mobile, WMOB .............. Mrs. Adele Hull
Montgomery, WSFA ........... Esther Mahoney
Opelika, WJHO .............. Anne Davis

Arizona

Globe, KWJB ................ Marion Hamblin
Phoenix, KOY ............... Elizabeth Taylor
Safford, KGLU ....... Alberta Hunt
Tucson, KTUC .......... Wayne A. Sanders

Arkansas

Fort Smith, KFPW ........ Carolyn Lear
Little Rock, KLRA .......... Mina Madden

California

Bakersfield, KPMC .......... Gloria McEmery
El Centro, KKO .............. Jean Jordan
Fresno, KMJ ................ Pauline Edwards Jones
Hollywood, KHJ ............. Norma Young
Los Angeles, KFAC .......... Floretta McDonald
KFWB ....................... Chef Milani
Oakland, KLS ............... Jan Kenyon
San Francisco, KLZ .......... Mrs. Josephine Marslan
Riverside, KPRO .......... Eleanor Sizelone
San Diego, KFMB ............ Shirley Bradley
San Francisco, KGO ...... Ann Holden
CSPF ................................ Fay Stewart
Santa Barbara, KTMS .......... Barbara McCaffrey

Colorado

Denver, KFEL ................ Milli Virglin
KLZ .................................... Velma Menhener
KOA .................................. Evadna Hammersley

Connecticut

Hartford, WTIC .............. Ruth Provan
Stamford, WARR .......... Neli Daugerty
Waterbury, WBRY ....... Fay Clark

District of Columbia

Washington, WOL ............... Eleanor Howard
WRC ............................ Miss Nancy Osgood
WTOP .................................. Elinor Lee
WWDC .......................... Alice Lane

Idaho

Idaho Falls, KID ........ Phyllis Perry
Twin Falls, KFPI .......... Eloise Webb

Illinois

Chicago, WGN .............. June Baker
WMAQ .......................... Elizabeth Hart
WMBC ........................ Mrs. Frances Youngren
Harrisburg, WEBQ ........ Eve Fisher
Rockford, WOK ................ Olga Johannes
Rock Island, WIBF .......... Arlene Armstrong
Springfield, WTax .......... Betty Cole
WCBS ........................ Mary Dilley

Indiana

Fort Wayne, WOJO ........ Jane Weston
Indianapolis, WPBM .... Mrs. Rose Lee Farrell
WIBC ........................ Jane Day
Lafayette, WASK .............. Helen Snyder
Terre Haute, WBOV ........ Jill Girrard
Vincennes, WAOV .......... Rosemary Stivers

Iowa

Burlington, KBUR .......... Mary Mansold
Cedar Rapids, WMT .......... Libbie Vaurian
Davenport, WOC .......... Mary L. Marshall
Des Moines, KRNT ........ Betty Wells
Dubuque, WKBK ........ Sister Mary St. Clare
Shenandoah, KMA .......... Edith Hansen
Waterloo, KXEL .......... Irene Du Mond

Kansas

Atchison, KVAK ............. June Lee
Wichita, KFBI .......... Dorothy Fuller

Kentucky

Harlan, WHLN .............. Eula Jones
Louisville, WHAS .......... Classy Gregg

Maryland

Baltimore, WCAO .......... Betty McCull
WFBRR ........................ Martha R. Temple

Massachusetts

WEEI .......................... Heloise P. Broer
Springfield, WBZ & WBA ... Mildred W. Carlson
Greenfield, WHAI ............ Elizabeth Grag
Lawrence, WLA ................ Zelma Zinn
Springfield, WMAS .......... Ethel Henin
WSPR .......................... Florence T. Howe
Worcester, WTAG .......... Mildred Bailey

Michigan

Detroit, WJLB .......... Rita Powers
WJR .......................... Mrs. Agnes Clark
WWJ .......................... Francis Harris
Grand Rapids, WOOD..................Anita Verder Bigcorn, WSAM..................Dorothy Galbreath

**Minnesota**

Albert Lea, KATE.............Susan Taylor Duluth, KDAI..................June Lange Minneapolis, St. Paul, WDGY........Mrs. A. R. Sherman WLB..................Jo Bjorson St. Paul, KSTP..............Bea Baxter

**Mississippi**

Hattiesburg, WFOR..............Betty Baker

**Missouri**

Columbia, KFRE..............Pat Tobin Joplin, WMHH..............J. Anne Farrell Kansas City, KCMO............Anne Hayes St. Louis, WEW....................Louise Munch KWK..................Mary K. McCord St. Louis, KXOK...............Kay Morton

**Montana**

Kalispell, KGZ.............Alice Byers Missoula, KGUS................Elnor Day Sidney, KGSC..................Marjorie Downs

**Nebraska**

Kearney, KGFW..............Peg Biber Lincoln, KPAF..................Jessie S. Young Norfolk, WJAG..................Mary Moore Omaha, KBON..................Martha Bohlen KOIL..................Belle West

**New Hampshire**

Manchester, WFEE................Janet Carr Portsmouth, WHEB................Mrs. Lee Spencer

**New Jersey**

Asbury Park, WCAP............Lillian Mayhew Jersey City, WHOM............Josephine McQuillin Paterson, WPAT...............Helen Taylor Trenton, WTNJ................Marion Marshall

**New Mexico**

Las Vegas, KFUN.............Dorothy G. Thwaites

**New York**


**North Carolina**

Asheville, WWNC..................Priscilla Parker Charlotte, WICT..................Martha Miller Goldsboro, WGBR............Kay Rodney Raleigh, WPTF...............Harriet B. Pressly

**North Dakota**

Fargo, WDAY..................June Bolmeier

**Ohio**

Akron, WADC..................F. G. Renner Cincinnati, WCKY..................Olive Kackley WKRC..................Penny Pruden

**Oklahoma**

Norman, WNAE..................Helen Collins Oklahoma City, ROMA............Helen B. Schuyler WOK..................Norma B. Harper Toledo, WSPD..................Margaret Resch

**Oregon**

Corvallis, KOAC..................Mrs. Zelta Rodenwald Eugene, KORE...............Nellie C. Lyle Portland, KALE..............Edith Green KGW..................Ruth Forbes WGAN..................Dorothy Smith Wadman Salem, KSAM..................Lucile Bushnell

**Pennsylvania**

Pittsburgh, WPGA..................Polly Malone Philadelphia, WCAD............Ruth Chilton WFIL..................Annie Ives Wilkes Barre, WBRE..................Deir Parker

**Rhode Island**

Providence, WJAR.............Mrs. Howard P. Wood

**South Carolina**

Anderson, WAIM..................Marguerite Watson Columbia, WCGS..............Ann Riordan

**South Dakota**

Sioux Falls, KESO..............Connie Hanson Yankton, WNAX..................Wynn Rubler

**Tennessee**

Chattanooga, WDBD..................Billie Ansel Knoxville, WNOX..................Lenore Goddard

**Texas**

Abilene, KRC..................Ann O. Smart Austin, KXNO..................Esther Butter El Paso, KTS..................Mrs. J. F. Kemendar San Antonio, WOAI..................Doris Daniels

**Vermont**

Burlington, WCAJ..................Bernice Baker

**Virginia**

Fredericksburg, WFVA.............Rowena Townsend Harrisonburg, WSVA..................Mary Dixon

**Washington**

KXXA..................Helen-Marie Brennan Spokane, KFIO..................Dorothy Thomson KFPP..................Edna Storms Tacoma, KMO...................Gail Clark

**West Virginia**

Charleston, WCHS..................Melva Chernoff Fairmont, WMNN..................Austine Slater

**Wisconsin**

Eau Claire, WEAU..................Betty Moskowitz Milwaukee, WEMP..................Frieda Krieg

**Wyoming**

Powell, KPOW..................Norma McPherson Sheridan, KWYO..................Nova Spracklin
COMMERCIAL NETWORK PROGRAMS

* Sponsor
  * Product
  * Program
  * Network
  * Advertising Agency
Complete Listing of Major Networks — Commercial Programs of 1944

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Dec. 31, 1944. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of the Blue Network, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast. Roche, Williams & Cunningham change to Roche, Williams & Cleary on July 1, 1944. Pedlar, Ryan & Lusk reverted to Pedlar & Ryan on October 1, 1944.

<table>
<thead>
<tr>
<th>ADVERTISER AND PRODUCT</th>
<th>PROGRAM</th>
<th>NETWORK</th>
<th>ADVERTISING AGENCY</th>
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<tbody>
<tr>
<td>Acme White Lead &amp; Color Works</td>
<td>The Shadow</td>
<td>Mutual</td>
<td>Henri, Hurst &amp; McDonald, Inc.</td>
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<td>Paints and Lin-X</td>
<td>The Return of Nick Carter</td>
<td>Mutual</td>
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<tr>
<td>Adam Hat Stores, Inc.</td>
<td>Boxing Bouts</td>
<td>Blue</td>
<td>Glicksman Advertising Co., Inc.</td>
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<td>Hats</td>
<td>Star for a Night</td>
<td>Blue</td>
<td></td>
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<tr>
<td>Admiral Corp., Chicago</td>
<td>World News Today</td>
<td>CBS</td>
<td>Curtenden &amp; Eger</td>
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<tr>
<td>Institutional</td>
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<tr>
<td>Alaska Pacific Salmon Co.</td>
<td>Breakfast At Sardi's</td>
<td>Blue</td>
<td>J. William Sheets—</td>
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<tr>
<td>Minute Man Soup</td>
<td>Breakfast At Sardi's</td>
<td>Blue—PC</td>
<td>J. William Sheets</td>
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<td>Albers Homemakers' Hour</td>
<td>NBC</td>
<td>Foote, Cone &amp; Belding</td>
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<td>Albers Milling Co.</td>
<td>Mother and Dad</td>
<td>CBS</td>
<td>Walker &amp; Downing</td>
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<td>Cereal Products</td>
<td>Steel Horizons</td>
<td>Mutual</td>
<td>Compton Advertising, Inc.</td>
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<td>Allegheny-Ludlum Steel Corp.</td>
<td>Boston Symphony</td>
<td>Blue</td>
<td>Fuller &amp; Smith &amp; Ross, Inc.</td>
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<td>Allis-Chalmers Mfg Co.</td>
<td>Lighted Windows</td>
<td>NBC</td>
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<td>Institutional</td>
<td>Miss Hattie</td>
<td>Blue</td>
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<td>Aluminum Co. of America</td>
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<td>Institutional</td>
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<td>Bread, Cake, Crackers</td>
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<td>Elgin Thanksgiving Show</td>
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Cold Tablets, B Complex Vitamins

Grove Laboratories, Inc.
Cold Tablets, Vitamins

Grove Laboratories, Inc.
4-Way Cold Tablets, Defender Vitamins

Gulf Oil Corp.
Gas, Oil, Lubricants

Gum Laboratories
Ivoryine Chewing Gum

ADVERTISING AGENCY

Rusl M. Seeds, Inc., Donohue & Co., Inc.
Russel M. Seeds, Inc.

Donohue & Coe Co., Inc.
Donohue & Coe Co., Inc.

Young & Rubicam, Inc.


PROGRAM

Bill Haworth
Riders of the Purple Sage
Okay for Release
Your Sunday News Extra—
Leland Stowe
Your Sunday News Extra—
George Gunn
We, the People
Hello, Sweetheart
Meet Your Navy
Hallmark's Charlotte Greenwood Show
Canary Pot Show
Francis D. Harrigan
John B. Kennedy
Earl Godwin
Information, Please
Vacation Serenade
Pick and Pat Time
Quick As a Flash
Heidt Time for Hires
Chet Huntley, Dr. Wallace Sterling

NETWORK

CBS—PC
CBS—PC
NBC—PC
Blue
Blue
Blue
MBS
CBS
Blue
Blue
MBS
MBS
Blue
CBS—PC
CBS—PC

HENRY, HURST & MCDONALD, INC.
FOOTE, CONE & BELDING

GEORGE H. HARTMAN CO.

COPELY ADV. CO.

A. W. LEWIN CO., INC.

KEELING & CO., INC.

MAXON, INC.

WM. H. WEINTRAUB CO.

N. W. AYER & SON, INC.

HIXON-O'DONNELL ADV., INC.

HIXON-O'DONNELL ADV., INC.
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<td>Kenny Baker Program</td>
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<td>Death Valley Days</td>
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Packard Bell Co.
Radios, Phonographs, All Products

Parker Pen Co.
Quinik, Pens, Pencils

Parker Watch Co.
Watches

Pepsodent Co.
Toothpaste & Toothbrushes

Peter Fox Brewing Co.
Beer

Peter Paul, Inc.
Ten Crown Gum and Mounds

Peter Paul, Inc.
Candy Bars, Chocolates

Pet Milk Sales Co.
Pet Milk

Petri Wine Co.
Petri Wines

Pharmaco Co.
Fen-a-mint, Chooz

Philco Corp.
Institutional, Radios and Refrigerators

Pillsbury Mills, Inc.
Baking Products

Planters Nut & Chocolate Co.
Peanuts and Peanut Oil

Plough, Inc.
St. Joseph's Aspirin

Prince Matchabelli, Inc.
Perfumes and Cosmetics

PROGRAM

News Makers
The Press Club
Bob Trout—Ned Calmer, News
These Are Our Men
Bob Hope
Charlotte Greenwood
Fox Deluxe Variety Hall
Graeme Fletcher
Truman Bradley—Sam Hayes—News
Saturday Night Serenade
Mary Lee Taylor
New Adventures of Sherlock Holmes
Double or Nothing
Hookey Hall
Radio Hall of Fame, Philco Summer Hour
Dateline
Grand Central Station
Harry W. Flannery—Wm. Winter, News
Louis P. Lochner
Adventures of Bill Lance
Don't You Believe It
Stradivari Orchestra Under Direction of Paul Lavalle

NETWORK

NBC—PC
CBS—PC
CBS
NBC
NBC
NBC
Blue
NBC
CBS—PC
Blue—PC
CBS
CBS
MBS
MBS
Blue
CBS
CBS
CBS—PC
CBS—PC
CBS—PC

ADVERTISING AGENCY

Barton A. Stebbins, Adv. Agency
Barton A. Stebbins, Adv. Agency
J. Walter Thompson Co.
Sterling Adv. Agency
Foote, Cone & Belding
Foote, Cone & Belding
Schummer & Scott Adv. Agency
Brisacher, Van Norden & Staff, Inc.
Brisacher, Van Norden & Staff, Inc.
Brisacher, Van Norden & Staff, Inc.
Young & Rubicam, Inc.
Ruthrauff & Ryan, Inc.
Clements Adv. Agency
Hutchins Adv. Co., Inc.
Sayre M. Ramsdell Assoc., Inc.
McCann-Erickson, Inc.
Erwin Wasey & Co.
Raymond R. Morgan Co., Erwin Wasey & Co.
Erwin Wasey & Co.
Lake-Spiro-Shurman, Inc.
Morse International, Inc.
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<td>Compton, Pedlar &amp; Ryan-Benton-Bowles</td>
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<td>Sea Island Sugar</td>
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<td>West Coast Soap Co.</td>
<td>Opportunity Theatre</td>
<td>NBC—PC</td>
<td>Brisacher, Van Norden &amp; Staff, Inc.</td>
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<td>Powow Cleanser</td>
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<td>Westinghouse Mfg. Co.</td>
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<td>NBC</td>
<td>Young &amp; Rubicam, Inc.</td>
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<td>Wheeling Steel Corp.</td>
<td>Musical Steelmakers</td>
<td>Blue</td>
<td>Critchfield &amp; Co.</td>
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<td>Steel Products</td>
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<td>ADVERTISER AND PRODUCT</td>
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<td>NETWORK</td>
<td>ADVERTISING AGENCY</td>
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<td>Wilshire Oil Co.</td>
<td>That's a Good Idea</td>
<td>CBS</td>
<td>Dan B. Miner Co.</td>
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<td>J. B. Williams Co.</td>
<td>Wm. L. Shirer</td>
<td>CBS</td>
<td>J. Walter Thompson Co.</td>
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<td>Williamson Candy Co.</td>
<td>Famous Jury Trials</td>
<td>Blue</td>
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<td>Wm. Wrigley, Jr., Co.</td>
<td>Sgt. Gene Autry</td>
<td>CBS</td>
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<td>America in the Air</td>
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<td>Arthur Meyerhoff &amp; Co.</td>
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<td>Service to the Front</td>
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<td>American Women</td>
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<td>Yellow Cab Co.</td>
<td>The Story Teller</td>
<td>CBS—PC</td>
<td>Rhoades &amp; Davies</td>
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<td>Young People's Church of the Air</td>
<td>Young People's Church of the Air</td>
<td>MBS</td>
<td>Ivey &amp; Ellington, Inc., Erwin, Wasey &amp; Co., Inc.</td>
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<td>Zonite Products Corp.</td>
<td>Gabriel Heatter</td>
<td>MBS</td>
<td>Erwin, Wasey &amp; Co., Inc.</td>
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</table>
Managers and Agents
Address and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago

NEW YORK

Agneta, Nicholas T. 9 Rockefeller Plaza Columbia 5-2142
Allen, Charles H. RKO Bldg. Circle 7-4124
Amusement Artists Associates 505 Fifth Ave. Plaza 3-2195
Appell, James 400 Madison Ave. Plaza 3-7840
Batchelor Enterprises, Inc. 30 Rockefeller Plaza Circle 6-4224
Bentham, M. S. 48 West 48th St. BRyant 9-1227
Beatty, Harry 1776 Broadway Circle 6-7094
Bloom, Joseph 19 West 44th St. Vanderbilt 6-5080
Bruce & Goldsmith, Inc. 522 Fifth Ave. Murray Hill 2-6244
Bryan, Chamberlain 146 W. 46th St. BRyant 9-8480
Chapman, Bruce & Co. 145 West 41st St. Wisconsin 7-9244
Chase, Cleveland B., Inc. 424 Madison Ave. ELdorado 5-1720
Collins, Ted 1819 Broadway Circle 7-0094
Columbia Concerts, Inc. 113 W. 57th St. Circle 7-6900
Consolidated Radio Artists, Inc. 30 Rockefeller Plaza Columbia 5-3580
Crosby, Everett, Ltd. 1270 Sixth Ave. Circle 6-3860
Downey, Wallace, Inc. 1819 Broadway Circle 6-6646
Dube, Harry S. 1270 Sixth Ave. Columbia 5-7056
Evans & Salter 113 W. 57th St. Circle 7-6900
Fadiman Associates, L. H. 1501 Broadway Lackawanna 4-3544
Fanchon & Marco, Inc. 1501 Broadway Chickering 4-3956
Forkins, Marty 1564 Broadway BRyant 9-0766
Foyer, Bernie 1674 Broadway Columbia 5-1930
Frederick Bros. Artists Corp. RKO Bldg. Circle 6-2144
Gale, Inc. 48 W. 48th St. Longacre 3-0350
Gernannt, William 521 Fifth Ave. Vanderbilt 6-1750
Getis, Clark H. 301 Park Ave. Plaza 3-9005

Glaser, Joe, Inc. 745 Fifth Ave. Plaza 5-4078
Hassell & Jones 113 W. 57th St. Circle 7-6900
Hahlo, Sylvia 711 Fifth Ave. Plaza 3-0820
Hanna, Mark 654 Madison Ave. REgent 4-8250
Hayward, Lelant, Inc. 444 Madison Ave. ELdorado 5-4100
Hesse & McCaffrey 501 Madison Ave. ELdorado 5-1076
Hurok Attractions, Inc. 711 Fifth Ave. Plaza 3-0820
Karn, Estella H. 49 West 45th St. Vanderbilt 6-3800
Kaufman, Jesse L., Inc. 1841 Broadway Columbia 5-2905
Kerr, Bob 1270 Sixth Ave. Columbia 5-8051
Leedy, Mark J. 48 W. 48th St. BRyant 9-1631
Lengel, William C., Literary Associates 1501 Broadway Longacre 3-2800
Lipsent, Ben B., Inc. 1350 Broadway Chickering 4-2466
Lyons, A. & S., Inc. 516 Madison Ave. Plaza 3-5181
Management Corp. of America 745 Fifth Ave. Wickersham 2-8900
Metro Artist Bureau 730 Fifth Ave. Circle 6-8470
Miehau, A. T. 1019 Broadway Circle 7-4064
Mills Artists, Inc. 610 Broadway Circle 6-1586
Morris, William, Agency 1270 Sixth Ave. Circle 7-2180
Mosco, John, Inc. 730 Fifth Ave. Circle 6-2877
Muscle Corporation of America 745 Fifth Ave. Wickersham 2-8900
National Concert & Artists Corp. 711 Fifth Ave. Plaza 3-0820
National Radio & Theatrical Bureau 1650 Broadway Columbia 5-7131
North, Meier B. 1564 Broadway BRyant 9-8687
O'Connor, Johnny 1697 Broadway Circle 6-3500
Okun, Lilian, Inc. 2 West 67th St. TRafalgar 7-8916
Oxley, Harald 424 Madison Ave. ELdorado 5-3500
Popular Concerts Guild 1270 Sixth Ave. Columbia 5-8051
Romm, Harry A., Inc. 1270 Sixth Ave. Circle 7-7543
Roth, Allen 48 W. 45th St. Longacre 3-8386
Sherry, Allen
1533 Cross Roads of the World, Hillside 4698

American Federation of Radio Artists
6351 Hollywood Boulevard, Hillside 5211

Arnoff, Samuel
8949 Sunset Boulevard, CRestview 6-6085

Artists’ Managers Guild
7046 Hollywood Blvd., GLadstone 7101

Bachmann & Co.
5511 Sunset Boulevard, CRestview 6-4188

Bergman, Stanley & Co.
9929 Brighton Way, CRestview 6-3196

Berg-Altenberg, Inc.
121 South Beverly Drive, CRestview 6-3131

Beyer, Charles
1060 N. Vine Street, Hillside 2125

Blum, Myrt
300 N. Camden Drive, CRestview 6-7071

Bran, Mary (International Artists Bureau Agency)
8834 Sunset Boulevard, CRestview 6-1184

Browne, Flo-Jan Grippp
8905 Sunset Boulevard, CRestview 1-5209

Burten, Bill
Knickerbocker Hotel, GLadstone 3171

Burt Butterworth, Agency
1906 N. Highland Ave., Hollywood 7263

Carol, Sue, Inc.
9006 Sunset Boulevard, CRestview 1-8151

Conlon, Tom, Agency
8734 Sunset Boulevard, CRestview 1-5181

Cooley, Hallam, Agency
9111 Sunset Boulevard, CRestview 5-6101

Consolidated Radio Service
5314 Melrose Avenue, GLadstone 1929

Crosby, Everett, N., Ltd.
9028 Sunset Blvd., CRestview 1-1171

Dolan, Ken
8905 Sunset Boulevard, CRestview 1-9185

Edington, Harry E.
9441 Wilshire Blvd. (Beverly Hills), CRestview 1-6239

Feldman, Bum
9441 Wilshire Boulevard (Beverly Hills), CRestview 1-5222

Fleck, William, Agency
8820 Sunset Boulevard, BRadshaw 2-3655

Fratlick, Freddie, Agency
204 S. Beverly Dr. (Beverly Hills), CRestview 5-6111

Frank, George, Inc.
1626 N. Vine St., Hillside 3188

Frederick Bros. Artists Corp.
8544 Sunset Boulevard, CRestview 1-6244

General Amusement Corp.
9028 Sunset Boulevard, CRestview 1-8101

Goldstone, Nat C.
9121 Sunset Boulevard, CRestview 6-1071

Goldstone, Jules C.
9118 Sunset Blvd., CRestview 5-1191

Hamilburg, Mitchell, Jr.
8700 Sunset Blvd., CRestview 1-5108

Hayward-Deverich, Inc.
9200 Wilshire Blvd. (Beverly Hills), CRestview 1-5151

Henry, Edd
8923 Sunset Blvd., CRestview 1-5296

Herdan, George S.
9157 Sunset Blvd., CRestview 1-5236

Herstein, Mark, Agency
9010 Sunset Boulevard, CRestview 6-7784

Herzbun, Walter, Agency
9000 Sunset Blvd., CRestview 6-4157

Irwin, Lou
9134 Sunset Blvd., CRestview 1-7131

Jaffe, Sam, Agency
8553 Sunset Blvd., CRestview 6-6121

Kane-Armstrong Agency
8584 Sunset Blvd., CRestview 6-2396

Kempner, Alex, Inc.
8919 Sunset Boulevard, CRestview 5-1041

Kerner, Sam, Inc.
8272 Sunset Blvd., HEmpstead 1813

Kingston, Al, & Co., Inc.
8582 Sunset Boulevard, CRestview 1-8161

Kline, Howard
8776 Sunset Boulevard, CRestview 6-7055

Kohner, Paul, Inc.
9169 Sunset Boulevard, CRestview 1-5165

Kramer, Earl, Agency
204 S. Beverly Drive (Beverly Hills), CRestview 6-2338

Lance, Leon O.
8820 Sunset Boulevard, CRestview 6-6014

Levee, M. C.
1300 N. Crescent Heights Blvd., GLadstone 3117

Lyons, A. and S., Inc.
350 N. Camden Drive (Beverly Hills), CRestview 1-6131

MacArthur, Arthur
1080 N. Vine Street, Hempstead 3227

MacQuarrie Agency
8500 Sunset Blvd., CRestview 6-7162

MCA Artists, Ltd.
9370 Burton Way (Beverly Hills), CRestview 8-2001
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Mann, Gene—Jesse Smith, Inc. 8949 Sunset Boulevard...CRestview 1-1135
Marx, Bert 8949 Sunset Boulevard CRestview 1-7171
Marx, Zeppo, Inc. 8732 Sunset Boulevard CRestview 6-4161
McCollum, John, Inc. 9730 Wilshire Boulevard (Beverly Hills) CRestview 1-6181
Meyer, Art, Agency 9615 Burton Way (Beverly Hills) CRestview 5-7865
Mills Artists, Inc. 720 N. Foot Hill Road (Beverly Hills) CRestview 1-5197
Monter-Gray, Inc. 8736 Sunset Boulevard CRestview 1-1191
Morris, William, Agency 292 N. Canyon Drive (Beverly Hills) CRestview 1-6191
Morrison, Leo, Inc. 204 S. Beverly Drive (Beverly Hills) CRestview 1-9191
Music Corporation of America 9370 Burton Road (Beverly Hills) CRestview 6-2001
National Concert & Artists Corp. 9054 Sunset Blvd. CRestview 1-7121
Norwood, Harry 6425 Hollywood Boulevard GRanite 2211
Orsatti Agency 9130 Sunset Boulevard CRestview 6-6241
Rubens, Maurice 7993 Sunset Boulevard GRanite 6930
Rush, Art Sunset and Vine Sts Hillside 5161
Salkow Agency 9111 Sunset Boulevard CRestview 1-9134
Saphier, James 6331 Hollywood Boulevard Hollywood 7211
Selznick, Myron & Co. Inc. 9700 Wilshire Blvd. (Beverly Hills) CRestview 1-9171
Shagrin, Max, Agency 6233 Hollywood Boulevard GRanite 5171
Shauee, Melville A. 9120 Sunset Boulevard CRestview 1-1103
Sherman, Edward, Agency 9441 Wilshire Boulevard (Beverly Hills) CRestview 5-0186
Shurr, Louis Inc. No. Rodeo Drive (Beverly Hills) CRestview 1-1116
Silber, Arthur 8532 Sunset Boulevard CRestview 1-2184
The Small Co. 8272 Sunset Blvd Hollywood 2722
Stempel, Frank, Agency 8736 Sunset Blvd CRestview 1-5121
Stewart, Rosalie 9253 Hollywood Blvd Hollywood 7234
Fallen Time Myrtle Hoffman Inc. 3728 Sunset Blvd NRomandie 2-4920
Thompson, David H. 8979 Sunset Blvd CRestview 1-2188
Ullman, George, S. 8979 Sunset Boulevard CRestview 1-5669
Underwood, Cecil 1680 N. Vine Street GRanite 7186
Vallee, Rudy, Presents, Inc. 8820 Sunset Boulevard CRestview 1-5186
Vincent, Frank W. 242 N. Canon Drive (Beverly Hills) CRestview 6-2042
Volek, A. George, Inc. 9411 Wilshire Boulevard (Beverly Hills) CRestview 6-3121
Winkler, D. M. 9470 Santa Monica Blvd (Beverly Hills) CRestview 1-7244
Woelfenden, Hill, Inc. 9730 Wilshire Boulevard (Beverly Hills) CRestview 6-3191
Wurtzel, Harry, Inc. 8972 Sunset Blvd. CRestview 5-6175

Norman Alexandroff Artists’ Bureau 410 S. Michigan Ave. WABash 6762
Benn Theatrical Agency 64 West Randolph St DEArborn 0550
Brown, Vic 121 W. Wacker Dr. STate 3310
Chicago Artists Bureau 1553 N. Clark St. WHItchall 8480
Columbia Concerts, Inc. Wrigley Bldg. SUPerior 2542
Consolidated Radio Artists, Inc. 333 N. Michigan Ave. FRanklin 8300
Edwards, Gus 410 N. Michigan Ave. DELaware 5526
Elsworth, W. M. 75 East Wacker Drive CENtral 0942
Frederick Bros. Artists Corp. 75 E. Wacker Drive STate 0003
General Amusement Corp. 360 N. Michigan Ave. STate 6288
Gordon, Lillian 1258 S. Michigan Ave. CALumet 1370
Gumbiner Management Co. 310 S. Michigan Ave. HARrison 0123
Herman, Sam 54 W. Randolph St. STate 2147
Jack & Jill Players Radio Artists Co. 180 E. Delaware St. DELaware 7334
Levin, W. Biggie 912 N. Michigan Ave. SUPerior 0506
Lutz, Estelle, Artists Bureau 410 South Michigan Ave. HARRison 3436
Morris, William, Agency 203 N. Wabash Ave. STate 3632
Morse, Sidney P. 386 N. Michigan Ave. STate 6288
Music Corporation of America 430 N. Michigan Ave. DELaware 1100
National Concert & Artists Corp. 222 W. No. Bank St. SUPerior 4042
North, Stanley 310 S. Michigan Ave. WABash 5595
Parks, James & Co. 335 N. Michigan Ave. CENtral 7980
Schuster, Milton 127 North Dearborn DEArborn 3633
WGN Concert & Artist Bureau 441 N. Michigan Ave. SUPerior 0100
WLS Artists Bureau 1230 W. Washington Blvd. NONroe 9700
World Talent Bureau, Inc. 301 East Erie St. SUPerior 9114

CHICAGO

899
Musical Directors of stations in the United States.—Canada

None in the studio is more conscious of the morale-building qualities of a radio program than the musical director who must keep in mind every facet of his listening audience. He selects his music for the war-worker, the housewife and the business man as well. In war as in peace he has always sought to broadcast a well-balanced series of popular or serious musical shows; now it is that vital type of fare that soothes the war-weary listener in the shortest possible time, and he is doing his job well.

### Alabama
- Opelika, WJHO: Ben Parsons

### Arizona
- Phoenix, KPHO: Mollie Munzer
- Prescott, KYCA: Catherine Francis Girard
- Safford, KGLU: Alberta Hunt
- Tucson, KTUC: Wayne A. Sanders

### California
- Berkeley, KRE: Harrold Hawley
- Fresno, KMJ: A. D. Patterson
- Hollywood, KHI: Frank Du Val
- Long Beach, KGER: Helen Smith
- Los Angeles, KECA: Ernest Gill
- KFAC: June Walks
- KFPI: Claude Sweten
- KFSG: Esther F. Stuart
- KFWB: Leon Leonardi
- KGFJ: Rene Bozarth
- KXK: Wilbur Hatch
- RRKD: Salvadore de Saconta
- Oakland, KLY: Charles Shortridge
- Redding, KYV: Betty Hulliner
- Riverside, KPRO: Leon Drews
- San Francisco, KFRC: Cy Trobbe
- KGO: Phil Bovero
- KSFO: Al Wallace
- KJJS: Mildred V. Bowyer
- KYA: Alfred Frankenstein
- San Jose, KQW: Ray Hackett
- San Luis Obispo, KYEC: Anthony Ricea
- Santa Barbara, KTMS: Carol Lee
- KDB: Doris Helene Doughty

### Colorado
- Colorado Springs, KVOR: Isabelle McClung
- Denver, KPEL: Ned Lynch
- Denver, KLZ: Lee Welches
- KMYR: Martha Goots
- KQOA: Milton Shrednik
- KPOF: Ruth Staats
- Grand Junction, KFXJ: Tony Mueller

### Connecticut
- Bridgeport, WICC: Carl V. Larson
- WNAB: Dick McClellan
- Hartford, WHTD: Maurice Sechman
- WTIC: Moshe Paranov
- Stamford, WSRR: Bob Henry
- Waterbury, WATR: Edith Saxo

### District of Columbia
- Washington, WOL: Susan Myrold
- WRC: Fritz Balzer
- WWDC: Leonard Friendly

### Idaho
- Boise, KIDO: Ann Herbert
- Idaho Falls, KID: Dick Barber
- Twin Falls, KTFI: Anton Geyer
- Wallace, KWAL: Glenn Whitney

### Illinois
- Aurora, WMRO: Dorothy O'Brien
- Chicago, WAAF: Helen Colton
- W3AT: Elizabeth Hinzman
- WBBM: Caesar Petrillo
- WCFL: Jack Kelly
- WEDC: Bill Brady
- WENR: Rex Maupin
- WGES: John Van Kaneran
- WGN: Henry Weber
- WIND: Reba J. Chapmen
- WLS: Ken Nelson
- WLS: Ozzie Westley
- WMAQ: Roy Shield
- WMES: Don P. Hustad
- WSBC: Arnold B. Miller
- Danville, W3AN: Bette Austin
- East St. Louis, WTM: Bill Hart
- Harrisburg, WEBB: Mary Downen
- Pekin, WMBB: Harold Osborne
- Quincy, W3AD: Jean Fessler
- Rock Island, WHBP: John Gilbert
- Springfield, W3BS: John Geil
- WTAX: Betty Cole
- Urbana, W3IL: Lanson F. Demming
### Indiana
- Elkhart, WTRC: Margaret Lantz
- Fort Wayne, WOWO: Guy Fitzsimmons
- Hammond, WBBM: J. Gibb
- Indianapolis, WFBM: Walter H. Renleaus
- WIBC: Walter Jackson
- WIBC: Jean Williams
- WISH: Margaret Pruyce
- Muncie, WLOM: June Johnson
- South Bend, WHTN: Orville Foster
- Terre Haute, WBOQ: L. J. Ryder
- West Lafayette, WBAZ: Nancy Holdbrook
- Amees, WOI: Edward Wegener
- Boone, KFGQ: Lydia Smallis
- Burlington, KBUR: Mary Manzold
- Cedar Rapids, Waterloo, WMT: Maureen Canavan
- Davenport, WOC: George Santag
- Decatur, KWWH: Helen T. Runyan
- Des Moines, WHO: Don Hovey
- Dubuque, WKBB: Ethel M. Carpenter
- Marshalltown, KFJB: T. L. LaValley
- Shenandoah, KPNP: Perry Doughin
- KMA: Mabel McFarland
- Sioux City, KSCJ: Miriam Corkhill
- KTRI: Bernie Mahr
- Waterloo, KXKL: George Timm

### Iowa
- Coffeyville, RGGF: Ozzie Osborne
- Emporia, KTSW: Rosalene Askew
- Garden City, KICU: Frances Ewing
- Great Bend, KVGB: Ray Bels
- Kansas City, KCKN: Milan Mahale
- Topeka, WIBW: Mrs. Maude Shreffler
- Wichita, KFBI: E. F. Markwell
- Winona, KWWH: Wayne Euchner

### Kansas
- Ashland, WCMJ: Jean Thompson
- Bowling Green, WLBJ: Ida M. Sailer
- Hopkinsville, WHOP: Katherine Peden
- Lexington, WLAG: Leroy Holmgren
- Louisville, WAVE: Earle Keller
- WGRK: J. Bertram Harmon
- WHAS: Robert Hissell
- WINX: Claude Fraul

### Kentucky
- Lafayette, KVOI: Mae D. Thibodeaux
- Monroe, KMLB: Mrs. Marjorie Watson
- New Orleans, WDSU: James Forsyth
- WWL: Irvine Vidovich
- Shreveport, KRMD: Elizabeth Alford
- KWKH: Howard Langfitt

### Louisiana
- Bangor, WABI: Harold Dorr
- Lewiston, WCOU: Marion P. Louisfell
- Portland, WOSH: Norman Ayre

### Maine
- Baltimore, WBAL: Joseph C. Miller
- WCAO: Robert P. Tula
- WCBM: Jack V. Rohr
- WTH: James T. Mahoney
- Frederick, WFMD: Joe Johnson
- Salisbury, WBOC: Russell Yohe

### Massachusetts
- Boston, WBZ: A. Rakov
- WEEI: F. E. Bellizia
- WDH: E. M. Knabe
- WNAC: Robert Norris
- WORL: Bob Perry
- Holyoke, WHYN: Jay Hattin
- Lawrence, WLAW: Joe Nichols
- Springfield, WBOA: A. Rakov
- Worcester, WAAA: Van Poole
- WTAG: Dol Brissette

### Michigan
- Bay City, WBCM: L. H. DeRemer
- Detroit, WJBK: Pete Angel
- WLB: Herbert Mertz
- WJR: Paul LaVoie
- WWJ: Mischa Kottler
- WXYZ: Kenny Kite
- Flint, WDFW: Billy Geyer
- Grand Rapids, WOOD: Sandy Meck
- Ironwood, WJMS: Laura Johnson
- Ludington, WKLA: Peter A. Marx
- Muskegon, WKBZ: Al Vredenburg
- Port Huron, WHLS: Lyle Patterson
- Traverse City, WTCM: Don Mullin

### Minnesota
- Duluth, WECB: John Kleive
- Minneapolis, WCCO: Wallace Olson
- WDGY: Walter W. Rudd
- WB: Donald Ferguson
- WLOL: Verne Rooney
- WTCN: Michael Coscio
- Northfield, WCAL: Oscar B. Overby
- Rochester, KROC: Cal Smith
- St. Paul-Minneapolis, WMIN: Helene Nesgrad
- Winona, KWWO: Leonard Leigh

### Mississippi
- Clarksdale, WROX: Hugh W. Smith
- Grenville, WJDR: Martha de Gravelles
- Gulfport, WGCM: Len Campbell
- Jackson, WSLI: Mrs. George Philip
- McComb, WSKB: Julia D. Bumensocck
- Natchez, WMIS: Harry K. Barth
- Tupelo, WETO: Thurman Enlon

### Missouri
- Columbia, KFRU: Dorothy Jacques
- Hannibal, KHHO: Maxine Dierking
- Joplin, WMBH: Stella Lukens
- Kansas City, KCKX: Milan Mahale
- KMCO: Gene Moore
- KMBC: P. Hans Flath
- WBB: Willie Ganz
- Poplar Bluff, KWKC: Marjorie Studer
- Springfield, KTTS: M. Dale Thurman
- St. Joseph, KFEO: Edward Moore
- St. Louis, KFLO: Gerhard Schr0th
- KWK: Karl Hohensarten
- KXOK: Robert W. Swain
- WEW: Ralph Stein

### Montana
- Billings, KGHL: Harry Turner
- Kalispell, KGEZ: Oliver G. Coburn

### Nebraska
- Grand Island, KMMJ: Dave Rogers
- Kearney, KGFW: Per Biber
- Lincoln, KFAB: Alene McKinney
- KPOH: John Cox
- North Platte, KODY: Jack Wells
- Omaha, KBON: Ernest S. Priesman
- KOIL: Teresa Bredar
- WOW: Stanley Rucker

### New Hampshire
- Manchester, WFR: Roger Barrette
- WMUR: Betram Colter
- Portsmouth, WHRB: Robert Athern
Florence, WOLS, Raymond Cadell, Green ville, WPBC, Virginia Kelly, WMRC, H. Merrill Lewis, Spartansburg, WSFA, Corinne Kearse, Sumter, WFIG, T. Douglas Young

**South Dakota**

Rapid City, KOTA, John E. Simpson, Sioux Falls, KELO, Ted West, Yankton, WNAX, Rex Hayes

**Tennessee**

Chattanooga, WAPC, William Krue, WDEP, Jean Van Arsdale, WDOD, William Krue, Jackson, WTVS, James Allen, Knoxville, WNOX, Jerry Collins, WROL, Harry Nides, Memphis, WMPZ, Charles Von Kannon, Nashville, WILAC, Charles Nary, WSIK, Manny Davis, WSM, Beasley Smith

**Texas**


**Utah**

Ogden, KLO, Earl G. Donaldson, Salt Lake City, KUT, Bob Reese, KUTA, Jessie Seamons Taylor

**Vermont**

Burlington, WCAX, Blanche Crippen, Danville, WBTM, Jacqueline Jones

**Virginia**

Fredericksburg, WFWA, Hal Weiss, Martinsville, WMVA, Barbara Harding, Norfolk, WTOR, Henry C. Whitehead, Richmond, WRNL, Conrad Rianhard, WMBG, Roland DeWitt, Roanoke, WDBJ, Eve Ninninger, WSLS, Mavis Taylor, Overstreet Suffolk, WLP, James R. Pond

**Washington**


**West Virginia**


**Wisconsin**

Janesville, WCOL, Martha Shorten, Madison, WHA, Frederick Fuller, WIBA, Leon Pivison, Milwaukee, WEMP, Elmer Irke, WISN, E. Krebs, WTMJ, Maurice Kipen, Oshkosh, WOSH, Marjorie Hillard, Racine, WRIN, Orson White, Sheboy, WGBL, Glen James, Wausau, WSAU, LaVerne Peterson, Wisconsin Rapids, WPHR, Mrs. Joseph Liska

**Wyoming**

Cheyenne, KFBC, Dick Lane, Rock Springs, KVR, Carmen Meazeth

**Puerto Rico**

Ponce, WPAB, Dominico Colon Suris, San Juan, WJAC, Jose Raul Ramirez, WKAQ, Joaquin A. Bursel

**CANADA**

Alberta

Grand Prairie, CFGP, Jack Ferson, Calgary, CFAC, Geoffrey Waddington, Edmonton, CPRN, G. M. Reid

Manitoba

Winnipeg, CKRC, Cy Cairns

Nova Scotia

Halifax, CHNS, Anna Watt

Ontario

Kingston, CKWS, Gordon MacKenzie, North Bay, CFCH, Lu Mitchell, Owen Sound, CFOS, Marie Kenan, Pembroke, CHOV, Miss Betty Tomlison, CHEX, Helen Hallihan, Stratford, CHCS, Charles Trethewy, Toronto, CJE, W. Armour, KCEY, Bruce Tremeer

Prince Edward Island

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In meeting
the challenge of the future,
*Western Electric*
equipment leads the way

War's end will bring a challenge to everyone. To those identified with communications and transportation, faster, better interchange of ideas and goods will be the order of the day.

We at Western Electric—with our 75-years heritage of leadership in communications equipment—believe we are peculiarly qualified to accept this challenge.

In world-wide telephony, broadcasting, aviation, marine and mobile radio—in every field where sound-transmission apparatus plays a part—Western Electric has led and will continue to lead the way. In these fields as well as in television, Western Electric will play a dominant part in the future.

*To speed Victory, buy more War Bonds—and keep them!*

*Western Electric*

ARSENAL OF COMMUNICATIONS EQUIPMENT
THE TECHNICAL SIDE

Equipment Men Eye the Peace

Instantaneous Recordings
A Brief History

Radio Manufacturers Association

Chief Engineers of Stations
in United States and Canada

Consulting Engineers

Radio Equipment Manufacturers
Serving
a Great Industry...

Radio today is a major force in our national life. We turn to radio for information and instruction, for inspiration and for pleasure. Radio speaks to all ages and all degrees of men. It fills our homes with the beauty of music, the tonic of laughter, the brightness of truth. Radio is everyman's window on the world, an indispensable factor in the culture of America.

To serve such a great industry is both a privilege and a responsibility. For ten years, PRESTO has enjoyed that privilege, has been keenly aware of the responsibility. As the world's largest manufacturers of sound recording equipment and discs, we have striven to serve the radio industry as faithfully and with as high integrity as the radio industry has served the American people.

...and a great nation at war

PRESTO sound recorders are being used today to train Army and Navy personnel; to bring music and news to our front-line troops; to counteract enemy propaganda the world over. In addition, the PRESTO plant has become a major supplier of electronic equipment for the armed forces. In these ways, and to the limit of our ability, PRESTO is contributing to our war effort.

PRESTO
RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N. Y.
WALTER P. DOWNS LTD., In Canada
WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
EQUIPMENT MEN EYE THE PEACE

By H. N. Willets
Commercial Contract Service Manager, Radio Division, Western Electric Co.

THE full resources of the Western Electric Company, in peacetime the manufacturing and supply unit of the Bell System and a leading factor in the production of radio broadcasting equipment, are now centered on the production of communications and allied electronic equipment for the prosecution of the war. The company has become the nation's largest supplier of communications and electronic equipment to the Armed Forces.

War Production

Up to a recent month, for example, Western Electric had produced more than 5,000,000 military telephones and 300,000 sound powered telephones for war. It has been particularly active in the production of carrier telephone apparatus, a first cousin of radio. This includes some 55,000 miles of so-called Spiral-4 cable and associated carrier terminal equipment. In addition the company has delivered $19,000,000 of “C” carrier systems whose terminal and intermediate equipment are housed in trunks with removable front and back covers especially for war purposes. The type “C” carrier sends three telephone conversations simultaneously over one circuit.

Additional Figures

Other war production figures of interest include 2,652,000 miles of wire in exchange cable of various sizes, 848,000 miles of wire in toll cable, 583,827 airplane radio receivers, 414,836 airplane radio transmitters, 33,101 combination airplane radio receivers and transmitters, 1,247,422 headsets for aviators and tank crews, 1,365,244 microphones, huge quantities of Radar, gun directors, control apparatus, switchboards and teletype-writers, including many adapted for radio. But for sheer numerical magnitude, perhaps no production record of the company compares with that of its quartz crystal output. As of the first of the year Western Electric's five crystal shops had completed and shipped some 12,000,000 crystals!

The above figures provide but a partial index to Western Electric's war business as nearly half of it is now the manufacture of restricted equipments.

Peacetime Job Ahead

Although its production at present is concerned solely with winning the war, Western Electric has not forgotten the peacetime job which lies ahead. F. R. Lack, vice-president in charge of the company's Radio Division, announced last year Western Electric's intention to participate actively in postwar television. On that occasion he called attention to the company's huge production of both frequency and amplitude modulated radio equipment for the military. He said that the company intended to manufacture television broadcasting equipment after the war and to initiate an active program of television development as soon as war conditions permit. Distribution of this equipment, he said, will be undertaken by the Graybar Electric Co.

Other indications of the company's continuing interest in the broadcasting and allied industries is given by the resumption during the year of the Western Electric publication, "Pick-Ups," now called "Western Electric Oscillator." Its initial issue, late in the year, carried significant articles on FM, the military applications of broadcasting techniques and a particularly revealing feature entitled "A. T. & T. Plans for Television."

Perhaps Western Electric's present policy is best summed up by a statement made last year by Mr. Lack before the annual meeting of the FMBI:

Policy Outlined

"I am happy to say that we have nothing new to show you and nothing new to talk about. I am happy because I do not have to tell a soldier named Joe, who needed a radio very badly last month, that we could not deliver it because we diverted some engineers and some shop people to building the model of a new super-dooper FM equipment to show you and thus strengthen our postwar position. I am sorry that I can't tell you when we will be able to talk. But then, no one can tell me when the war will be over."
COMMUNICATION BY THE BLINKER

The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.

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INGLEWOOD, CALIFORNIA

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INSTANTANEOUS RECORDINGS

By Ralph C. Powell
Sales Manager, Presto Recording Corp.

The commercial development of instantaneous recording started with the introduction of the coated disc in 1934 by the Presto Recording Corporation. Prior to that time recordings had been made on celluloid and sheet aluminum by an embossing process and such recordings were suitable for reference and filing, but not of sufficiently good quality to be used for reproduction of programs on the air.

It was not until the Spring of 1936 that the coated disc and the recording equipment with which it was used were developed to a point where instantaneous recordings could actually be broadcast with a quality comparable to live studio programs.

Accepted as Adjunct

The acceptance of instantaneous recording as an adjunct to radio station operation is in a large part due to outstanding news events which were recorded for broadcasting. Among the earliest was the broadcast of conversations between Professor Jean Piccard during his stratosphere balloon flight which took place in Detroit on October 23, 1934.

Charlie Atwater, along with other NBC engineers, set up recording equipment at the scene of the balloon ascent to record the transmissions from a small radio transmitter in the balloon. The ascension took place at 6:30 a.m., and recordings were made until the time of the maximum ascent of the balloon, which was over 50,000 feet above the earth's surface. The recordings were later broadcast by a number of stations.

Another dramatic event which was brought to the radio audience through the medium of recording was the Hindenburg disaster which occurred on May 6, 1937, at Lakehurst, N. J. Herbert Morrison, announcer, and Charley Nehlson, engineer, of WLS, Chicago, had conceived the idea of bringing recording equipment to the hangar at Lakehurst to record interviews with celebrities who were among the passengers of the first commercial trans-Atlantic flight of a lighter-than-air ship.

The Hindenburg, after being delayed for twelve hours by adverse winds, finally arrived at Lakehurst at 7:23 p.m. on the evening of May 6th, and had just come into position for over the field with the crew lowering the mooring lines when there was a sudden burst of flame from the stern of the ship, followed by violent explosion.

Herbert Morrison gave one of the most dramatic accounts of the tragedy ever heard in the history of broadcasting and Nehlson managed to keep the recording equipment in operation in spite of the numerous explosions which often caused the cutter to jump off the disc.

The recordings were flown to the National Broadcasting Co. in New York for transmission over the wire lines to WLS. Officials of NBC were so impressed by the account that a rule of ten years' standing was set aside and the recordings broadcast through all of the stations of the NBC network.

Presidential Speeches

One of the first instances of recording a presidential speech occurred when President Roosevelt made an address at Roanoke Island commemorating the 350th anniversary of the birth of Virginia Dare. At the presidential request the speech was recorded by WBT for the archives. Today all presidential speeches are recorded for re-broadcast to the larger radio audiences during the evening.

Other historic recordings followed, among them the Abdication Speech of King Edward VIII, recorded from the broadcast of the British Broadcasting System and rebroadcast here over the network. During the war the Canadian Broadcasting Corporation Overseas News Service has been recording interviews with Canadian servicemen on the many battle fronts and transmitting the disc recorded material by shortwave to the CBC network stations in Canada.

During the past six years over 500 U. S. broadcasting stations have become engaged regularly in the production of instantaneous recordings since it provides the only means for unscrambling the present crowded program schedules. Radio stations having recording facilities have made investments running from $600.00 to several thousands dollars, depending upon the program activity and the frequency with which the programs are required.
Our Meat....
choice cuts
no beefs

PICTORIAL
PHOTO ENGRAVING COMPANY, INC.
461 8th Avenue, New York • LAckawanna 4-9276
The revenue from delayed broadcasts pays for itself many times each year. Technical developments in recording equipment have made it possible for stations to produce recordings which cannot be distinguished from live studio programs, except for the transcription announcement required by FCC regulations.

Since 1936 the Federal Communications Commission has used recording equipment at their various monitoring stations for the study of fading and interference conditions among AM broadcasting stations. Recently the FCC recorded the signals of an FM station, presumed to have a range of 50 to 60 miles at a point over 1000 miles away, proving the existence of sky wave transmission in the 40 to 50 megacycle channels. These recordings formed a basis for the FCC proposal that FM stations be shifted to the higher frequencies.

Date lines of any newspaper during wartime have shown leading press associations, as well as the FCC, daily recording broadcasts of enemy propaganda originating in Tokyo and Berlin and occupied countries.

Development in Equipment

Developments in recording equipment have been along numerous lines depending upon the user's requirements. In 1937 Presto placed on the market an inexpensive portable home recorder which revived an interest that had been dormant since the days of the RCA pre-grooved discs introduced in the late twenties. By 1940 at least 50 prominent radio set manufacturers were offering combination radios which included in addition to the radio receiver an automatic record changer and a recording mechanism that permitted making records either from a microphone or "off the air." Inexpensive discs were developed for home use and recording became a hobby with hundreds of thousands of set owners. An unusual commentary on public interest was the well known comic strip, "Pa's Son-in-Law," which appeared in the N. Y. Herald Tribune and other papers on June 6, 1937.

This interest has appeared in another form during wartime. When military preparations first started, the United Service Organizations installed sound recorders in their various clubhouses located near army training camps to enable servicemen to send recorded messages to their families and friends. The PepsiCo Company has extended the same service to outposts on the foreign battle fronts.

Recording studios in operation in all of the larger cities are now providing a service for those who wish to send recorded replies back to the men and women in service. Many radio stations were at one time making recordings at army training camps for local interest programs.

The commercial airlines have found it a necessity to record all plane to ground conversations from airliners to principal airports so that they may review reports of unexpected weather or operating conditions or events leading up to an accident.

Wire Recordings

Magnetic wire and tape recording are receiving considerable attention at the present time. The advantages of magnetic recording are several. In the first place there is no material cost of operation. Recordings may be made on the magnetic material and played back for transcribing. The wire is then rewound and, as it is recorded a second time, the previous sound is "erased" from the wire just before the application of the new recording. Such recorders are available either for recording a short message lasting a minute or two on an endless steel tape or fifteen or twenty minutes continuously on a wire passing between two reels similar to motion picture film. Magnetic recorders are not seriously affected by shock or vibration and have, therefore, found uses on the battle fronts where recordings are made under actual battle conditions. The tonal range of present commercial magnetic recorders is suitable for reproduction of intelligible speech only, variations in the wire speed during recording and reproduction making it unsatisfactory for musical reproduction. These faults will undoubtedly be eliminated in postwar magnetic recorders, but there is a further disadvantage that it is difficult to find any particular portion of the sound recording without playing back other parts leading up to it and while the tape may be speeded up for rewinding to reduce the time required to return to the start of the recording, there is a definite limit to the safe speed at which a wire four thousands of an inch in diameter can be rewound.

Post-war developments already announced include magnetic recording facilities in home radio sets. A magnetic juke-box to be installed in the dashboard of automobiles and high quality disc recorders capable of recording 15 minute continuous programs from the home radio.
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Of Stations in United States and Canada
As of January 1, 1945

UNDERLYINGLY, radio’s real man behind the gun is the chief engineer of the station. Charged with keeping the outlet on the air come hurricane, power failure or overworked equipment, in fact what-have-you, the engineer proceeds to make the best of what he has and does a highly commendable job of it. Manpower drainage has hit him hard, but the station must broadcast as per schedule, and nowhere in the world does the technical side of broadcasting operate so efficiently as in the United States. Apart from this responsibility, the engineer keeps abreast of the times as to FM and television.

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Chief Engineer...............A. C. Shaney
Sales Manager...............H. S. Manney
PRODUCTS: Electronic equipment, Regulated Power Supplies, Amplifiers, Transformers, Filter Networks.

Amy, Aceves & King, Inc.
11 West 42nd St., New York 18, N. Y.
Phone L'Ongeare 5-6622
President.....................Ernest V. Amy
General Manager...............Frank King

Andrea Radio Corp.
43-20 34th Street, Long Island City, N. Y.
Phone: STillwell 4-4754
President.....................F. A. D. Andrea
PRODUCTS: Receiving sets, television sets.

Audak Company
500 Fifth Ave., New York, N. Y.
Phone LA 4-3723
Contact.....................Geo. V. Sullivan
BRANCH OFFICES: All key cities.
PRODUCTS: Microdyne Pickup, 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...............Bryce Haynes
Treasurer...............N. K. Hoskins
Research Engineer...............E. J. Franck
PRODUCTS: Instantaneous acetate recording blanks, all types of cutting and playback styli, audiodec chipchaser, audio devices, sound effects kit and audiodec recording blanks.

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
Production Mgr................George Nichols, Jr.
Sales Manager...............Romeo Tetrault
PRODUCTS: Audio-tone graphic recording instruments, audio-frequency test records, power line fault locators.

122 Brookline Ave., Boston, Mass.
Phone: COMmonwealth 1420
President.....................David Housman
Sales Manager...............F. P. Altshul
PRODUCTS: Receiving sets.

Automatic Winding Co., Inc.
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: RF and IF coils, mica and air trimmer condensers, audio and power transformers, and filters.

Bank's Manufacturing Co.
1102 Lawrence Ave., Chicago, Ill.
Phone: LONG Beach 6272
Owner.....................Maurice Bank
Sales Manager...............M. Hoaglund
PRODUCTS: Public address systems, amplifiers, low capacity relays and special parts.
The Bead Chain Manufacturing Co.
110 Mountain Grove St., Bridgeport 5, Conn.
Phone BRigeport 4-4124
President...................... W. G. Bryant
Sales Manager.................. W. G. Blatz
Assistant Treasurer:. M. H. Doolittle
Production Mgr................ L. F. Hall
Development Eng.............. G. F. Bahr
PRODUCTS: Radio contact prongs, head chain and attachments, multi-swage radio and electronic parts.

John F. Beasley Construction Co.
P. O. Box 1624, Muskogee, Okla.
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
Div. Comptroller.......... F. S. Gutekunst
Purchasing Agent.......... F. A. Zartler
Chief Engineer............. W. L. Webb
Sales Manager............. J. W. Hammond
Advertising Mgr........... George Myrick
Factory Manager........... E. K. Foster
Manager of Materials & Procurement
R. A. Anderson
PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic measuring equipment and accessories.

The Benwood Linze Co.
1811-19 Locust St., St. Louis 3, Mo.
Phone: Central 5830
President...................... Harold J. Wrape
Vice-Pres. Gen. Mgr........... Carl E. Peters
Sales & Priorities Mgr........... Norbert C. Beerend
Secy. & Treas................ I. W. Veigel
Personnel Manager........... Grant F. Cooper
Service Manager............. Garry S. McGlasson
Purchasing Agent........... Alonzo R. Fieffer, Jr.
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

Biley Elec. Co.
P. O. Box 1070, Erie, Pa.
Phone 26-857
President...................... F. D. Biley
General Manager............ C. C. Collman
Sales Manager............... G. E. Wright
Comptroller................ Q. L. Horsman
Advertising Manager........ G. E. Wright
Chief Engineer............. J. M. Wolfskill
Production Manager........ W. R. Mong
PRODUCTS: Quartz Piezo-Electric Crystals and Mountings. Quartz Crystals for Transmitter and Receiver Frequency Control, for Filters, Ultrasounds, Piezo-Electric Pressure Gauges and for special optical or electrical applications.

Boonton Radio Corp.
518 Main St., Boonton, N. J.
Phone Boonton 8-0795
President...................... W. D. Loughlin
Secy-Treasurer............. N. D. Campbell
Vice-President.............. G. A. Downsborough
Purchasing Agent........... J. Fruchtl
Sales Supervisor........... L. Washington
Production Manager........ H. B. Steinhauser
Personnel Mgr............. K. E. Kostenbader
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. Haron St., Chicago, 111., Phone, Superior 1782, Manager, Earl W. Brinson.
PRODUCTS: Electrical insulating materials; flexible varnished oil tubing; saturated sleeving; extruded (plastic) sleeving; varnished glass sleeving; mica plate; mica plate segments and products; block mica; mica condenser films; varnished cambric; varnished paper; varnished tapes; insulation composites.
The Brush Development Co.
3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315
Chairman of Board...........W. R. Burwell
President....................A. L. Williams
Vice-President...............V. B. Phillips
PRODUCTS: Microphones, headphones, phonograph pickups, record cutters, magnetic recording equipment, hearing aids and industrial instruments.

Bruno-New York, Inc.
(Engineering Prod. Div.)
351 Fourth Ave., New York 10, N. Y.
Phone: LExington 29196
President....................Charles Sonfield
Vice-President..............Irving Sarnoff
Secy. & Treas..............Jerome Harris
Manager of Division........Irving Strauss
DISTRIBUTING OFFICE: 460 West 34th Street, New York 1, N. Y.
PRODUCTS: Communication and entertainment receivers, electronic test instruments, special audio amplifiers, telegraph amplifiers, control equipment (electronic), voltage regulated power supplies.

William W. L. Burnett Radio Lab.
4814 Idaho St., San Diego 4, Cal.
Phone Talbot 4943
Chief Eng.-Owner...........William W. L. Burnett
PRODUCTS: Piezo-Electric Crystals, Holders, Constant Temperature Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting of Radio Laboratory Measurements, Frequency Monitoring Service. Post war plans are to make field measurements, and to do consulting work in the broadcast field.

C. F. Cannon Co.
Main St., Springwater, N. Y.
Sales Contact...............C. F. Cannon
PRODUCTS: Headsets.

Chicago Molded Products Corp.
1020 N. Kolmer Ave., Chicago 51, Ill.
Phone: CAPitol 1020
President....................Edward F. Bachner
Vice-President & Treas........M. F. Bachner
Vice-Pres., in Charge of Sales
John J. Bachner
PRODUCTS: Plastics, cabinets and other plastics parts molded to special order.

Chicago Telephone Supply Co.
1142-1228 W. Beardsley Ave., Elkhart, Ind.
President....................F. C. Best
Sales Manager.................W. A. Nicely
PRODUCTS: Volume controls, tone controls, switches, plugs, jacks, headsets, ringers, generators, remote controls, switch keys, push switches.

Cinch Manufacturing Corp.
2335 W. Van Buren St., Chicago 12, Ill.
Phone: Chesapeake 2000
President....................Lester W. Tarr
Vice-Pres. & Gen'l. Mgr....Cary C. Wilson
Vice-Pres. & Asst. Treas........J. J. Steffen
Treasurer....................A. W. Kimbell
Asst. Secy...................John R. Nicholson
Sales Manager...............E. J. Pool
BRANCH OFFICES: 15 East 26th Street.
New York, N. Y., Phone, Caledonia 5-9392, Executive-in-Charge, G. S. Maynard, Jr.; 3701 N. Broad Street, Philadelphia 40, Pa., Phone, Radcliffe 4775, Executive-in-Charge, W. C. MacFadden.
PRODUCTS: Radio terminal strips, molded and laminated miniature octal and loktal sockets, miscellaneous laminated bakelite and metal assemblies, miscellaneous molded plastic and metal assemblies.

Clarostat Mfg. Co., Inc.
285 N. 6th St., Brooklyn, N. Y.
Phone EV 6-6770
President....................John J. Mucher
General Manager...............Victor Mucher
Treasurer........................Jacob Mucher
Secretary.....................Stephen Mucher
Chief Engineer................George Mucher
Sales Engineer................I. J. Youngblood

Colonial Radio Corp.
254 Rano St., Buffalo, N. Y.
Phone: Riverside 2450
President....................A. H. Gardner
Vice-Pres. in Charge of Eng..H. C. Forbes
Manager Comm. Dept........T. P. Cunningham
BRANCH OFFICES: 254 Rano Street, Secretary and Treasurer, H. E. Riordan; 254 Rano Street, Director of Purchases, B. F. Valliere; 254 Rano Street, Works Manager, J. C. Ryan.
PRODUCTS: Home radios, automobile radios, military and naval communications equipment.

Communication Equipment & Engineering Co.
504 N. Parkside Ave., Chicago, Ill.
Phone: EStebrook 3110
President....................Robert A. Clark
PRODUCTS: Transmitters, receivers, amplifiers and test equipment.

C. G. Conn, Ltd.
1101 East Beardsley Ave.,
Elkhart, Indiana

926
President..........................C. D. Greenleaf
Vice-President....................A. L. Smith
Sales Manager.......................R. C. Poyser
Chief Engineer......................L. B. Greenleaf
Credit Manager......................Leo East
Purchasing Agent.....................C. W. Silvers
Export Manager......................Richard Bressler

PRODUCTS: Comm chromatic stroboscope, special apparatus, sound recording equipment.

Continental Carbon, Inc.
13900 Lorain Ave., Cleveland, Ohio
Phone: Cleavemore 3962
Vice-President & Sales Manager
W. M. Kohring
PRODUCTS: Carbon and wire-wound resistors, suppressors, precision resistors for meters, paper dielectric condensors, filter-noys.

Continental Electric Co.
Geneva Illinois
Phone: Del. 6579 & Geneva 4140
President & Treasurer..............H. A. McLvaine
Secretary........................O. T. McLvaine
Vice-President......................W. S. Sims
Vice-Pres. in Charge of Publicity & Sales
R. E. Smiley
Vice-Pres. in Charge of Engineering
J. H. Hutchings
Sales Manager.......................E. D. Magnus
BRANCH OFFICE: 903 Mds. Mart, Chicago, Ill., Phone, Del. 6579, Vice-President in charge of Publicity and Sales, R. E. Smiley.

PRODUCTS: Electronic tubes, phototubes for sound projection, rectifier tubes for sound, equipment rectifiers, thyratrons for light control.

Cornell-Dubilier Electric Corp.
333 Hamilton Blvd., S. Plainfield, N. J.
Phone: PLainfeld 6-9000
President........................Octave Blake
Vice-President......................William Dubilier
Vice-Pres.-Treas.....................Haim Beyer
Vice-President......................Wm. M. Bailey
Vice-President......................Paul McK. Deely
Vice-President......................Felix Weiss
Vice-President......................T. E. Abeel
Secretary..........................Kenneth E. Ryan
Asst. Treasurer.....................L. F. Geiser
Asst. Secretary.....................M. F. Keating
Comptroller.........................J. A. Bertolacci


PRODUCT: Capacitors.

Corning Glass Works
Corning, New York
Phone: Corning 372
President................................Glen W. Cole
Vice-President.......................W. C. Decker
Sales Manager.......................C. J. Phillips
Contact................................G. C. Jones

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes.

Cornish Wire Co., Inc.
15 Park Row, New York, N. Y.
Phone CO 7-2525
President................................John Cook
Contact................................W. F. Osler, Jr.

PRODUCTS: Radio and Electrical Wires and Cables.

Crescent Industries, Inc. & Crescent Tool & Die Co.
4132-54 W. Belmont Ave., Chicago 41, Ill.
Phone: Mulberry 1200
President & Treasurer..............Henry H. Gefvert
Vice-Pres. & Genl. Mgr.............Nels G. Leunberg
Secretary............................Leonard C. Larsen
Vice-Pres. & Chief Engr...........Valoran Russell
Production Manager................John T. Steupak
Administrative Officer.............Henry Anderson
Supt. of Loudspeakers.............William L. Rollins
Supt. of Radar Units...............Edwin G. Kioriath
Purchasing Agent....................Eugene L. Youngren

PRODUCTS: Manufacturers of radio loudspeakers, record changers, tools, dies, jigs, fixtures and metal stampings.

The Crosley Corp.
1329 Arlington St., Cincinnati, Ohio
Phone: KIrby 6600
President............................Powel Crosley, Jr.
Vice-President & General Manager,
Manufacturing Div....................R. C. Cosgrove
Exec. Vice-Pres......................L. M. Crosley
Vice-Pres., Treas. & Asst. Genl. Mgr. (Mfg.)
George E Smith
Vice-Pres. in Charge of Research & Engr.
L. M. Clement

Genl. Sales Mgr. (Mfg. Div.)
James H. Rasmussen
Dir. of Public Relations............S. D. Mahan
Mgr. of Distribution................E. C. Brode
Dir. of Product Mgr................Clarence Felix
Dir. of Exports.......................J. W. DeLind, Jr.
Dir. of Purchases.....................J. E. Lautsbaugh
Asst. Secy. & Asst. Treas...........E. J. Ellig
Legal Counsel.........................A. D. Redfield
Dir. of Industrial Rel. & Standards
G. F. Gamber

Controller...........................L. W. Adkins
Dir. of Administration...............L. J. Karmen
Dir. of Planning......................J. H. Cohen
**EQUIPMENT MANUFACTURERS**

Dir. of Quality..........................H. W. Deuker
Dir. of Facilities.......................F. W. Scholder

**BRANCH OFFICE:** Crosley Distributing Corp., Phone, Medallion 3-1830, Branch Manager, Lee Conover.

PRODUCTS: Production devoted now entirely to war products. Peace-time production includes Crosley radio.

Crowe Name Plate & Mfg. Co.
3701 Ravenswood Ave., Chicago, Ill.
Phone: BIttersweet 7500

President..............................E. C. Coolidge
Sales Manager.............Marvin M. Lane

PRODUCTS: Escutcheons, dials, cabinets, tuning devices, knobs, pointers, name-plates.

**Crystal Research Laboratories, Inc.**
29 Allyn Street, Hartford, Conn.
Phone: 7-3215

President..............................S. I. Ward
Vice-President..................H. F. Joehim
Chief Engineer...............R. K. Blackburn
Production Mgr.............E. B. Lewis

PRODUCTS: All types of quartz crystals for communication and industrial uses; manufacturers of electronic test equipment.

**Doolittle Radio, Inc.**
7421 S. Loomis St., Chicago 36, Ill.

President..............................E. M. Doolittle
Vice-President...............Dudley Gray
Sales Manager........H. V. Carlson

**BRANCH OFFICES:** Manufacturers representatives throughout the United States.

PRODUCTS: Police, airline, emergency communications equipment AM or FM. Monitoring instruments for measuring frequency modulation and distortion AM or FM. All sizes coaxial transmission line and fittings.

**Allen B. DuMont Labs., Inc.**
2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616

President..............................Allen B. Du Mont
Vice-President........Leonard F. Cramer
Secretary................Bernard Goodwin
Treasurer................Paul Raibourn

**BRANCH OFFICE:** 515 Madison Ave., New York, N. Y., Phone, Eldorado 5-4822, Manager, Samuel H. Cuff.

PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs and Material Test Instruments (Cyclograph).

**Dumont Electric Co.**
34 Hubert St., New York, N. Y.
Phone: Canal 6-7980

President & Sales Manager................Philip Dubilier
Vice-President................J. Dubilier

PRODUCTS: Paper, electrolytic and mica condensers.

**DX Crystal Co.**
1200 N. Claremont Ave., Chicago 22, Ill.
Phone: Armitage 3740

Co-owner...............................Louis J. Patla
Co-owner...............................Maurice P. McLean
Charge of Crystal Division........Frank Cooke
Charge of Coil, Transf. & Speaker Div........V. A. Wirth

Charge of Screw Machine Division
Frank Zoltan

PRODUCTS: Quartz xtals, toroid coils, coil transformers, screw machine parts, universal joints and mechanical assemblies.

**Eastern Mike-Stand Co.**
56 Christopher Ave., Brooklyn, N. Y.
Phone Dickens 23538

Contact..............................S. Sherman

**BRANCH OFFICES:** 43 E. Ohio St., Chicago, Ill., W. L. Holst, Rep.

PRODUCTS: Microphone Stands and Accessories. (Firm engaged in war manufacturing for the duration.)

**Hugh H. Eby, Inc.**
Phone: TENnessee 1800


Vice-President................F. Holmstrom
Seey. & Treas................J. Hawley
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.**
1400 Harmon Pl., Minneapolis, Minn.
Phone: Atlantic 2541

President..............................E. A. Eckstein
Seey. & Treas................E. R. Bostrom
Sales Dept................E. R. Bostrom
Purchasing Dept................E. R. Bostrom

PRODUCTS: Radio receivers, sound equipment and sound amplifiers.

**Eitel-McCullough, Inc.**
San Bruno, Calif.
Phone San Bruno 4000

President..............................W. W. Eitel
Vice-President & Treasurer........J. A. McCullough
Production Manager................George Wunderlich

**BRANCH OFFICE:** Salt Lake City, Utah.
Phone Salt Lake City 6-8761, L. N. Pierri, Mgr.

PRODUCTS: Transmitting Vacuum Tubes and Condensers, Vacuum Relays and Rectifiers.
EQUIPMENT MANUFACTURERS

Electrical Research Laboratories, Inc.
2020 Ridge Ave., Evanston, Ill.
Phone: University 2400
President..................E. Alscherer
General Manager........O. F. Taylor
Sales Manager...........E. G. May
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players.

The Electro Motive Mfg. Co.
South Park & John Sts., Willimantic, Conn.
Phone Willimantio 207
Executive Partner.........Philip Lauter
General Manager.........J. A. Flanzer
Purchasing Agent & Advertising Mgr.
Samuel N. Rosenstein
Chief Engineer...........Maury Cohn
BRANCH OFFICE: 1775 Broadway, New York, N. Y., Phone, Circle 6-0867, Salesman, Norman H. Lawton.
PRODUCTS: Molded mica condensers, silver mica condensers, and mica trimmers and padders.

1239 S. Bend Ave., So. Bend 24, Ind.
Phone S. Bend 2-1431
President ..................Albert Kahn
Engineer ..................L. R. Burroughs
Production Manager ......R. E. Sickman
Branch Office: 1775 Broadway, New York, N. Y., Phone, 66086, Seymour T. Lawton
PRODUCTS: Velocity, Dynamic and Carbon Microphones.

Electronic Corp. of America
45 W. 18th St., New York 11, N. Y.
Phone: WAtkins 9-1870
President ..................S. J. Novick
Export Manager ..........L. M. Braun
Asst. Treasurer ..........S. R. Berk
Genl. Manager ............R. Neusch
Chief Engineer ..........F. Lester
PRODUCTS: Radio and allied electronic products.

Electronic Laboratories, Inc.
122 W. New York St., Indianapolis 4, Ind.
Phone: Lincoln 5421
President ..................Norman R. Kevers
Vice-Pres. & Genl. Mgr. .W. W. Garstang
Chief Engineer ............R. H. Frye
Sales Manager ............W. E. Peck
Treasurer ..................T. D. Scheidler
Secretary ..................William Lochhead
Advertising ................Ed Van Riper
BRANCH OFFICE: 13 East 40th Street, New York, N. Y., Phone, LExington 8-8555, Export, Arthur Rocke.

PRODUCTS: Vibrators, vibrator power supplies, RR marine and bus fluorescent lighting equipment.

Electronic Specialty Co.
3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: No. 2-2168
Manager ..................D. A. Marcus
Chief Engineer ..........S. K. Babock
Purchasing Agent .........W. C. Keeler
Production Supl. ..........W. J. Cunning
Asst. Engineer ..........E. J. Morefield
PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphones.

Electronic Tube Corp.
1200 E. Mermaid Ave., Phila. 18, Pa.
Phone: Chestnut Hill 6800
President-Treasurer ......Seymour Turner
Vice-Pres. & Secy...........Henry Tomin
Vice-President ...........Henry Benford
PRODUCTS: Cathode ray tubes, special electronic tubes (all types), electronic equipment (various types).

Emerson Radio & Phonograph Corp.
111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800
President ..................Benjamin Abrams
Secy. & Treas. ............Max Abrams
Vice-Pres. in Charge of Sales
Charles Robbins
Vice-Pres. Engineering & Production
Dorman D. Israel
Manager of Govt. Contracts......H. J. Dostal
Controller ..................M. E. Ornitz
Dir. of Purchasing ..........J. L. Herold
PRODUCTS: Radio electronic devices for military use, receiving sets, radio-phonograph combinations, television sets, FM receiving sets, record-players, tubes, parts.

Epsey Manufacturing Co., Inc.
305 East 63rd St., New York 21, N. Y.
Phone REgent 7-3090
President ..................Harold Shevers
General Manager ..........Nathan Pinsley
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, record-players, television sets.

Erco Radio Laboratories Inc.
Hempstead, Long Island
Phone: Hempstead 6985-985

PRODUCTS: Receivers, transmitters, radio airport traffic control equipment, radio frequency standards, radio communications equipment, radio test equipment, and resonance meters.

Erie Resistor Corp.
644 West 12th St., Erie, Pa.
President ......................... G. Richard Fryling
Vice-Pres. in Charge of Sales . W. H. Fryling
Sales Mgr. of Electronic Division
A. K. Shenk
Sales Mgr. of Plastics Division. J. P. Quinn
PRODUCTS: Carbon resistors; ceramic, silver mica, ceramicon trimmer condensers, custom molded plastics.

Evanston Sound Proof Door
1127 Himman Ave., Evanston, Ill.
Phone University 2758
Manager ......................... W. W. Lloyd
PRODUCTS: Sound Proof Doors.

Fada Radio & Electric Co., Inc.
3020 Thomson Avenue, Long Island City, New York
President ......................... J. M. Marks
Vice-President .................... B. Lippin
Chief Engineer .................... A. Carr
Credit Mgr. ........................ H. H. Carlisle
Credit Mgr. ........................ D. L. Marks
Purchasing Agent .................. J. N. Marks
PRODUCTS: Radio receivers and communication equipment.

Fairchild Camera and Instrument Corporation
475 10th Ave., N. Y. 18, N. Y.
Phone LONGacre 3-1255
President ......................... J. S. Ogsbury
Exec. Vice-President .............. E. Robinson
Vice-President ........................ C. A. Harrison
Vice-Pres. & Secy .................. C. L. Terrill
Vice-President ..................... J. A. Hewlett
Treasurer ......................... J. H. Dalton
Dir. Eng. & Research ............. R. H. Lasche
Asst. Vice-Pres. & Works Manager
R. A. Draghi
Asst. Vice-President ............. R. G. Sanders
Purchasing Agent .................. J. E. Kaiser
Dir. of Publicity .................. R. H. Bailey
Advertising Manager ............. H. K. Yulke
PRODUCTS: Sound recording equipment.

Farnsworth Television & Radio Corporation
372 East Pontiac St., Fort Wayne 1, Ind.
Phone Anthony 5301
President ......................... E. A. Nicholas
Vice-President (Sales) ............ E. H. Vogel
Vice-President (Engineering) .... B. Ray Cummings
Vice-President & Treasurer ...... J. P. Rogers
Manager, Purchasing Department
H. S. Neelder
Sales Manager, Caperchart Division
L. C. Hunter
Manager, Advertising and Sales
Promotion ......................... J. S. Gareau
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, television transmitters and tubes, studio equipment.

Federal Recorder Co., Inc.
630 S. Wabash Ave., Chicago, Ill.
Phone Har. 8330
General Manager ................. Ralph Rubenstein
BRANCH OFFICES: 251 Fourth Ave., New York, N. Y.; 150 Marietta St. N. W., Atlanta, Ga.; 569 Mission St., San Francisco, Calif.
PRODUCTS: 12 and 16" Recording Dises, Cutter Heads, Recording Amplifiers, Home Recorders, Cutting and Playback Needles, Steel, Glass and Paper Base Recording Blanks.

Federal Telephone and Radio Corp.
591 Broad St., Newark, N. J.
Manager ......................... T. M. Douglas
PRODUCTS: Broadcasting and point-to-point equipment; land, marine and air sets; vacuum tubes and crystals.

Felt Products Mfg. Co.
1504-16 Carroll Ave., Chicago 7, Ill.
Phone: Mon. 6750-56
President ......................... A. Mecklenburger
Mgr. of Industrial Division .... B. J. Schwinn
Field Engineer .................... Fred C. Johnson
PRODUCTS: Felt washers, paper parts, paper insulation special shapes, acetate cellulose special shapes, radio backs, and special shapes die cutting.

Ferranti Electric, Inc.
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-0912
Vice-President .................... W. R. Spittal
Secretary ......................... M. J. Pope
PRODUCTS: Audio and power transformers, chokes, filters, wiring and assembly, sheet metal, and bakelite fabrication.

Finch Telecommunications, Inc.
4th and Virginia Sts., Passaic, N. J.
Phone PA 2-3440
President ......................... Frederic C. Scofield
Vice President .................... Frank R. Brick, Jr.
Treasurer ......................... James L. Bradford
PRODUCTS: Special radio equipment for governmental usage only; facsimile for broadcasting; radio applications; teplibicture equipment.
Freed Radio Corp.
200 Hudson St., New York 13, N. Y.
Phone: WALKer 5-8765
President.................Max Adelberg
Vice-President............Arthur Freed
Treasurer..................Melvin Zalkin
PRODUCTS: Radio-phonograph combinations all with FM.

Freedland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Phone Raymond 4756
President..................W. T. Freedland
Vice-President...............C. E. Olschner, Jr.
Treasurer..................J. H. Dallmann
PRODUCTS: Repair of large transmitting tubes.

Billings S. Fuess
24 Lackawana Place, South Orange, N. J.
Proprietor...............Billings S. Fuess
PRODUCTS: Loud speaker cones, spiders, noulded and formed products.

Galvin Manufacturing Corp.
4545 Augusta Blvd., Chicago 51, Ill.
Phone: SPalding 6500
President...............Paul V. Galvin
Vice-President...........Frank O'Brien
PRODUCTS: Receiving sets, radio phonograph combinations, FM receiving sets, record-players, AM and FM 2-way police radio communication systems.

Garod Radio Corp.
70 Washington St., Brooklyn, N. Y.
Phone: MAIN 4-6044
President................Max W. Weintraub
Sales Manager.............Louis Silver
Chief Engineer............B. S. Trott
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, electronic equipment.

Gates Radio & Supply Co.
Quincy, Ill.
Phone 522
General Manager...........P. S. Gates
Chief Engineer.............Fred Grimwood
PRODUCTS: All types of radio transmitting equipment and allied apparatus.

General Electric
Electronics Department
1 River Rd., Schenectady, N. Y.
Phone: Schenectady 4-2211
President of Company.......C. E. Wilson
Vice-Pres. in Charge of Electronics Dept.
Dr. W. R. G. Baker
Genl. Sales Mgr............A. A. Brandt
Acting Advertising Mgr......J. G. Porter
Acting Publicity Mgr........E. L. Robinson

BRANCH OFFICES:
570 Lexington Ave., New York, N. Y., District Manager, H. J. Mandernach; 140 Federal Street, Boston, Mass., District Manager, R. L. Hanks; 1405 Locust Street, Philadelphia, Pa., District Manager, T. E. Jacecks; 1966 Woodland Avenue, Cleveland, Ohio, District Manager, R. P. VanZile; 840 South Canal Street, Chicago, Ill., District Manager, G. S. Peterson; 1801 North Larmar Street, Dallas, Texas, District Manager, T. B. Willard; 235 Montgomery Street, San Francisco, Calif., District Manager, W. A. Boland; 187 Spring Street, N. W., Atlanta, Ga., District Manager, R. N. Fowler; 106 West 14th Street, Kansas City, Mo., District Manager, R. J. Meigs.

PRODUCTS: All facilities engaged now in making electronics products for the armed forces. In all branches of the radio field.

General Electronics Inc.
1819 Broadway, Room 1410
New York 23, N. Y.
Phone: Circle 7-8093
Treasurer..............D. E. Replogle
Sales Manager..........T. A. Haislip
PRODUCTS: Electron power and transmitting tubes.

The General Industries Co.
Olive & Taylor Sts., Elyria, Ohio
Phone: 2235
President.................A. W. Fritzsch
Treasurer................C. F. Russert
Vice-Pres., Factory Mgr., Plastics Div. O. W. Marsh
W. A. Schmittgen
Vice-Pres., Sales Mgr., Mechanical Div.
H. E. Moon
M. O. Barshard

PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

General Instrument Corp.
829 Newark Ave., Elizabeth 3, N. J.
Phone: ELizabeth 3-4400
President.................A. Blumengrants
Chairman of Board.........S. Cohen
Vice-Pres. in Charge of Sales............R. E. Laux
District Manager........Don J. Phelps
Sales Manager...............G. P. Marron
Chief Engineer ............ H. M. Detrick
Purchasing Agent ........ C. B. Townley


PRODUCTS: Variable condensers, record changers, tuning mechanisms.

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**General Laminated Products, Inc.**

2857 South Halsted Street, Chicago 8, Ill.

Geu. Manager ............ Edward Metzger
Sales Manager ............ Morris Perlman
Chief Engineer ............ Gunnard Swedlund
Credit Manager ............ Vera Ludwig
Purchasing Agent ............ Ernest Neustadder

PRODUCTS: Fabricators of laminated phenolic materials.

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**General Magnetic Corp.**

2126 E. Fort St., Detroit, Mich.

Phone: Flitzroy 5760

President ............ Charles M. Hofman
Sales Manager ............ O. H. Hofman

PRODUCTS: Magnets.

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**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
Chief Engineer ............ M. Eastham

BRANCH OFFICES: Room 1504, 90 West Street, New York 6, N. Y., Phone, Cortlandt 7-0850, Engineer, M. A. Gilman; 920 South Michigan Avenue, Chicago 5, Ill., Phone, Wabash 3820, Engineer, L. E. Packard; 1000 North Seward Street, Los Angeles 38, Calif., Engineer, F. Ireland.

PRODUCTS: Radio and electronic instruments.

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**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.

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**Edwin I. Guthman & Co.**

15 S. Throop St., Chicago, Ill.

Phone: CHEsapeake 1600

President ............ Edwin I. Guthman
Sales Manager ............ B. J. Funk

PRODUCTS: R.F. and LF coils, trimmer condensers, textile-covered wire, zinc coil shields, coil winding machinery, tools and dies, electroplating.

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**The Hallicrafters Co.**

2611 South Indiana Ave., Chicago, Ill.

Phone: CALumet 1600

President ............ W. J. Halligan
Vice-President ............ R. W. Durst
Asst. Secretary ............ J. J. Frendreis
Chief Engineer ............ R. E. Samuelson
Purchasing Agent ............ E. J. Corcoran
Factory Supt. ............ H. Hartley
Personnel Mgr. ............ K. McClelland
Traffic Manager ............ F. A. LaBelle
Advertising Mgr. ............ E. G. Brown

PRODUCTS: Short-wave radio communication receivers and transmitters.

---

**Hamilton Radio Corp.**

510 Sixth Ave., New York 11, N. Y.

Phone: GRamey 7-5210

President ............ A. A. Juiver
Vice-President ............ P. L. Schoenen
Asst. Treasurer ............ M. Sobin
Director of Sales ............ J. F. Crossin
Chief Engineer ............ J. Radvin
Dir. of Engineering Design & Development ............ N. P. Case
Purchasing Engineer ............ M. Z. Landau
Office Manager ............ L. Haber

PRODUCTS: Complete line of home receivers.

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**The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.

Phone LONGacre 5-3300

President ............ Lloyd A. Hammarlund
V.P. & Treasurer ............ Joseph Lush
V.P. ............ H. B. Macarney
Secretary-Comptroller ............ E. A. Wittmer
Advertising Mgr. ............ G. W. Shuart

PRODUCTS: Manufacturers of precision communications equipment.

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**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.

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**Hartenstine Zane Co., Inc.**

225 Broadway, New York, N. Y.

Phone BA 7-8390

Contact ............ Chas. J. Hartenstein
BRANCH OFFICE: 571 Springdale Ave., East Orange, N. J.

PRODUCTS: Antennae Installation including all field work for foundations, erection, painting, lighting, and servicing radio towers. Installing ground systems and coaxial cable.

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**Harvey Radio Laboratories, Inc.**

417 Concord Avenue, Cambridge 38, Mass.

Phone: Trowbridge 2800

President ............ Frank Lyman, Jr.
Sales Manager........James E. McDonald
Chief Engineer..........Arthur L. Quirk
PRODUCTS: Police two-way equipment, marine equipment (radio direction finders), regulated and high voltage power supplies, communications equipment, electronic equipment.

Harvey-Wells Communications, Inc.
North Street, Southbridge, Mass.
Phone SOuthbridge 1940
President & Treasurer.......John M. Wells
Vice-President & Chief Eng...C. A. Harvey
Vice-President & General Manager
Richard A. Mahler
PRODUCTS: Radio transmitting and receiving equipment; rectifier and power supply equipment.

Haydu Brothers
Plainfield, New Jersey
Phone: Plainfield 6-0878
Partner........George K. Haydu
Partner........Zoltan Haydu
Sales & Prod. Mgr...Alexander Fleischman
Chief Engineer........Zoltan Haydu
Purchasing Agent........Milton H. Scherr
PRODUCTS: Precision stampings and wire forms for radio, radar and television tubes; burner equipment for glass forming machinery.

Hazeltine Corporation
1775 Broadway, New York 19, N. Y.
Phone: Columbus 5-0793
Chairman...........Edgar Rickard
President...........Jack Binns
Vice-Pres-Chief Eng...W. A. McDonald
Asst. Treasurer........Herbert F. Clough
PRODUCTS: Patents and engineering service to manufacturers.

Hoffman Radio Corp.
3430 So. Hill St., Los Angeles 7, Calif.
Phone: PROspect 3446
President........H. L. Hoffman
Vice-President, Engineering..W. S. Harmon
Purchasing Agent........P. L. Fleming
Secretary..................R. A. Yarche
Treasurer...............G. G. Davidse
Sales Manager........R. J. McNeely
PRODUCTS: The following are manufactured now: antenna box kites, variable condensers, frequency meters, transmitters, receivers, and miscellaneous electronic equipment.

Hollister Crystal Co.
1617 Pearl St., Boulder, Colo.
Phone BOulder 1720
Manager................Herm. Hollister
Production Manager........C. D. Heithecker
PRODUCTS: Quartz Crystals.

Howard Radio Co.
1735 Belmont Ave., Chicago 13, Ill.
Phone: BITiersweet 4433
President...............Joseph F. Riley
Vice-President.........J. M. Muniz
Treasurer...............G. L. Turnquist
Chief Engineer.........W. James
Purchasing Agent........N. J. McCordic
PRODUCTS: AM-FM radios and phonograph combinations, television receivers, recording discs and other electronic products.

Hudson American Corp.
23 West 43rd St., New York 19, N. Y.
Phone: BRyan 9-1982
President...............Hazard E. Reeves
Vice-President........Neil K. Hoskins
Vice-President........E. L. Wayman, Jr.
Public Relations Dir...Fred H. Pinkerton
Treasurer.............L. D. Ely
Sales Manager..........P. E. Bowen
Chief Engineer.........A. Hass
Credit Manager........W. H. Wadhaus, Jr.
PRODUCTS: Communications equipment.

Hytron Corp.
76 Lafayette St., Salem, Mass.
Phone: Salem 2260
President...............Lloyd H. Coffin
Genl. Manager..........Bruce A. Coffin
Vice-President........Edgar M. Batchelder
BRANCH OFFICES: 315 Fourth Avenue, New York, N. Y., Phone, Gramercy 5-5835. Salesman, David Cogan; 43 East Ohio Street, Chicago, Ill., Phone, Canal 2616, Salesman. Ira L. Arkin, Commercial Engineer, Alfred Koenig.
PRODUCTS: The following vacuum tubes: receiving, ballast, hearing-aid, very-high-frequency triodes and pentodes, miniature, medium and low-power transmitting triodes, R. F. beam tetrodes (particularly instant-hearing), R. F. pentodes, gaseous voltage regulators, and rectifiers.

Ideal Fluorescent Products Co.
150 Summit St., Newark, N. J.
Phone: Mi 2-6466
Manager........Herman K. Kute
PRODUCTS: "Ideal" fluorescent starter switches, and electronic tubes.
The Indiana Steel Products Co.
6 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 1114

President & Treas........A. D. Plamondon, Jr.
Vice-Pres. & Genl. Mgr........Joseph F. Drennan
Secretary....................................Albert Kuhn
Asst. Secretary......................M. J. Drew

BRANCH OFFICES: 51 E. 42nd Street,
New York, N. Y., Phone, Murray Hill 2-3239, Sales Engineer, Philip Smith; 1537
Main Street, Springfield, Mass., Phone, Springfield 6-8157, Sales Engineer, Frank A.
Hayden; 908 Fisher Bldg., Detroit, Mich., Phone, Madison 4320, Sales Engineer, J.
Henry Smith; 616 North Fuller Avenue, Los.
Angeles, Calif., Phone, Whitney 2122, Sales-
Representative, C. W. Warren; 1045 Bryant
St., San Francisco, Calif., Phone, Underhill
9966, Sales Representative, A. M. Schweitzer.

PRODUCTS: Permanent magnets, radar
magnet assemblies, alloy castings, and ground
rod.

Industrial & Commercial Electronics
601 O'Neill Ave., Belmont, Calif.
Phone: Belmont 64

President............Ralph C. Shermund
Vice-President........Charles V. Litton
Chief Engineer........D. Gordon Clifford
Credit Manager........G. C. Stuparich
Purchasing Agent.........M. C. Keil

PRODUCTS: Industrial transmitting tubes.

Insuline Corp. of America
3602-10 35th Ave., Long Island City, N. Y.
Phone: ASToria 8-3738

President..................S. J. Spector
Sales Manager............Edward J. Cohen
Vice-Pres-Treas............Edward J. Cohen
Production Manager........C. W. Peterson

PRODUCTS: Radio Receiving-Transmitting
Parts and Accessories, Stamping Metal
Goods, Radio Chassis, Metal Cabinets, Plugs,
Jacks, Sockets, Screw Machine Parts, Test
Tools, Test Leads.

International Detrola Corporation
Beard Avenue at Chatfield, Detroit 9, Mich.
Phone: Vinewood 1-8100

President..................C. Russell Feldmann
Treasurer.....................R. J. Nixon
Service Manager...............K. L. Granger
Purchasing Agent...............R. H. Wann
Fleming 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.
401 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, Merchandising Div........Robert Bagg

BRANCH OFFICE: 165 Broadway, Room
1438, New York, N. Y., Manager, A. H. Hard-
dick, Sales Engineer, W. T. Kelly.

PRODUCTS: Fixed and variable resistors,
volume and tone controls, potentiometers,
attenuators, and power rheostats.

Irvington Varnish & Insulator Co.
6 Argyle Terrace, Irvington 11, N. J.
Phone: ESsex 3-4200

Pres. & Genl. Mgr..............A. E. Jones
Vice-Pres., Dir. of Sales......F. A. Shoemaker
Vice-Pres., Mfg..............R. Metzger
Secretary......................F. M. Miller
Treasurer......................Carl Egner
Genl. Sales Manager.........J. J. Connors
Purchasing Agent...............K. C. Johnson

PRODUCTS: Insulating material, tubing.

Isolantite Inc.
343 Cortlandt St., Belleville, N. J.
Phone: Belleville 2-4600

Vice-Pres.-Gen. Mgr...........G. W. Hawkins
Works Manager...............H. D. Clifton
Gen. Sales Manager...........E. A. Dompler
Comptroller..................A. F. Heard

BRANCH OFFICES: 43 East Ohio Street,
Chicago, III., Phone, Superior 5925, District
Engineer, H. Prent; Bulkley Building,
Cleveland, Ohio, District Representative,
C. E. White.

PRODUCTS: Steatite, high frequency
radio insulators, coaxial transmission line
and accessory equipment, special antenna
equipment.

J. F. D. Manufacturing Co.
4111 Fort Hamilton Parkway, Brooklyn, N. Y.
Phone: WIndsor 8-3100

Owner....................Julius Finkel
Sales Manager...............Walter Bergman

PRODUCTS: Antennas, replacement ballast
tubes, dial belts, battery plugs, battery
adapters.

The Jackson Electrical Instrument Co.
131 Wayne Ave., Dayton 1, O.
Phone: Hemlock 4076

President..................Paul F. Jackson
Vice-President...............George M. Buchard

PRODUCTS: Test equipment.
EQUIPMENT MANUFACTURERS

Jefferson Electric Co.
25th Ave. & Madison St., Bellwood, Ill.
Phone: MANfield 7161
President .................. J. C. Daley
Exec. Vice-President ....... Alfred E. Tregenza
Vice-Pres. & Secy. ........ J. M. Bennam
PRODUCTS: Power transformers, chokes and audio input and output transformers,
television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

Jensen Radio Manufacturing Co.
6601 S. Laramie Ave., Chicago 38, Ill.
Phone: PORTsmouth 7600
President ................ W. E. Maxon
Vice-President & Sales Manager .... T. A. White
Vice-President & Chief Eng. .. H. S. Knowles
PRODUCTS: Loudspeakers, public address equipment.

Johns-Manville Corp.
22 East 40th St., New York, N. Y.
Phone LEXington 2-7600
PRODUCTS: Sound-control materials and acoustical-engineering service.

E. F. Johnson Co.
Waseca, Minn.
Phone 990
General Manager ............ E. F. Johnson
Controller .................. F. C. Mann
Sales Manager .............. C. W. Stevenson
Chief Engineer ............. L. W. Olander
Purchasing Agent .......... M. L. Johnson
BRANCH OFFICE: 259 W. 14th St., N. Y. C.
PRODUCTS: Phasing Equipment,
Antenna Tuning Units, Inductors, Variable Condensers, Tube Sockets, Insulators, Plugs and Jacks, Copperweld Wire,
Coupling Equipment, Insulators, Concentric Line, Special Antennas, & Special Order Equipment.

Kellogg Switchboard & Supply Co.
6650 S. Cicero Ave., Chicago 38, Ill.
Phone PORTsmouth 6900
President .................. J. G. Kellogg
Sales Manager .............. F. M. Parsons
PRODUCTS: Oil and wax condensers, communications equipment, microphones,
headphones, 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 DAYton 9-0100
President .................. Franklin P. Kenyon
Vice-President & Chief Engineer .... Richard B. Shimer
PRODUCTS: Transformers, Reactors, Filters.

Kerrigan Lewis Mfg. Co.
4421 W. Rice St., Chicago 51, Ill.
Phone: Spaulding 7210
Partner .................. Vincent M. Kerrigan
Partner .................. Charles F. Lewis
PRODUCTS: Magnet and Litzendraht Wire.

"King Brand" Music Papers
1595 Broadway, New York, N. Y.
Phone CI 6-0488
Contact .................. "Wes" Cowen
BRANCH OFFICE: 3928 Crenshaw Blvd., Los Angeles, Calif.
PRODUCTS: Music-Manuscript Paper, Score Paper, Ink, Fountain Pens, Carrying Cases and Covers, Batons, Duplicating Papers, Music 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.

Kluge Radio Co.
1913 Montrose St., Los Angeles 26, Calif.
Phone Exposition 1742
Owner .................. Myron E. Kluge
PRODUCTS: Radio and electronic equipment.

Kuthe Laboratories, Inc.
150 Summit St., Newark 4, N. J.
Phone: Mitchell 2-6166
President .................. Herman K. Kuthe
PRODUCTS: Electronic transmitting tubes, rectifiers, voltage regulators, indicators, fluorescent starter switches, specialty—gas filled tubes.
Lapp Insulator Co., Inc.
Le Roy, N. Y.
Phone Le Roy 385
Presidznt.................................. J. S. Lapp
Vice-President............................ W. F. Young
Treasurer.................................. G. W. Lapp
Sales Manager............................. Brent Mills
PRODUCTS: Tower footing and guy insulators; standoff, entrance and antenna insulators; radio frequency high voltage condensers.

Lehigh Structural Steel Co.
17 Battery Place, New York, N. Y.
Phone Whitemhall 4-1424
Contact................................. J. F. Neary
BRANCH OFFICES: In all principal cities.
PRODUCTS: Vertical Radiators, Antenna Towers and Masts.

Lektra Laboratories, Inc.
30 E. 10th Street, New York 3, N. Y.
Phone: ALgonquin 4-0230
President.................................. Milton W. Blatner
Vice-President............................ B. Eisenberg
Secretary................................. Julius Krizer
PRODUCTS: Electronic timers (photographic and industrial), electro shock therapy, microphones, communicating systems.

Lenz Electric Manufacturing Co.
1751 N. Western Ave., Chicago, Ill.
Phone: ARMitage 4554
President.................................. J. Mayo Lenz
Vice-President............................ P. C. Lenz
Chief Engineer & Sales Manager........... R. G. Zender
PRODUCTS: Wires, cords and cables.

Libbey Glass
Division of Owen-Illinois Glass Co.
P. O. Box 919, Toledo 1, Ohio
Phone: Pontiac 3411
President................................. J. P. Lewis
Vice-Pres.-Dir. of Sales................... F. J. Solon
Mgr., Industrial Sales.................... R. W. Rogers
Chief Engineer........................... H. R. Schutz
Credit Manager.......................... C. B. Raidon
Purchasing Agent........................ C. L. Rice
Export Manager.......................... O. R. Hecht
Service Manager.......................... G. H. Meeker
PRODUCTS: Lead, lime and borosilicate glass handmade bulbs; general lime glass containers.

Lifetime Sound Equip. Co.
1101 Adams St., Toledo, O.
Phone Main 5643
General Manager.......................... Wm. H. Manoff
Factory Manager.......................... M. H. Manoff
Production Engineer...................... F. L. Church
PRODUCTS: Microphones: Carbon, Dynamic, Velocity; Trumpets, Reflex Trumpets, P. M. Trumpet Units, Deflector Baffles.

John E. Lingo and Son, Inc.
28th St. and Buren Ave., Camden, N. J.
Phone Camden 0487
President................................. J. E. Lingo
Chief Engineer........................... Wesley Thompson
Production............................... George Burrows
PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

Machlrett 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. Machlrett
Vice-President............................ W. E. Stevenson
Treasurer................................. W. J. A. Lambert
Vice-Prs., Charge of Mfg................ J. W. Shehan
General Sales Manager................... H. J. Hoffman
Manager of Engineering.................. T. H. Rogers
PRODUCTS: A complete line of Electronic tubes for X-Ray, radio transmitting, and industrial purposes.

The Magnavox Co.
2131 Bueter Rd., Fort Wayne, Ind.
President................................. E. A. Tracey
Vice-President............................ E. V. Otis
Vice-President in Charge of Engineering... D. E. Foster
Vice-President in Charge of Production... A. W. Freese
Director of Sales........................ Parker H. Eriekens
Export Manager.......................... C. V. del Mercado
Purchasing Agent......................... A. G. Ginsburg
Asst. Treasurer.......................... C. E. Underwood
Dir. of Purchasing........................ J. O. Copel
Works Manager........................... John Stevens
PRODUCTS: Radio Receiving and Transmitting Sets.

John Meck Industries
Plymouth, Ind.
Phone: Plymouth 33
President................................. John S. Meek
Sales Manager........................... W. W. Montgomery
Chief Engineer........................... Charles Wexler
BRANCH OFFICES: 500 Fifth Avenue, New York, N. Y., Phone, CLickering 4-3545.
Eastern Manager, J. W. Spangenberg; 540 North Michigan Avenue, Chicago, III., Phone, Delaware 1561, Executive in-Charge, L. G. Cushing.

PRODUCTS: Home radio sets, phonographs, sound equipment.

Meissner Mfg. Co.
7th and Belmont Streets, Mt. Carmel, Ill.
President............................................J. T. Watson
Exec. Vice-Pres..................................G. V. Rockey
Vice-Pres., Sales..................................O. F. Jester
Vice-Pres., Eng....................................E. J. Stannmyre
Treasurer..........................................G. W. Osbeck
Secretary..........................................M. A. Hubbard
Factory Manager.................................F. B. Lester
Manager, Planning Department................L. V. Sorensen
Purchasing Agent...............................E. O. Braun
BRANCH OFFICE: Palmolive Bldg., Chicago, Ill., Phone, Delaware 2333, Vice-President, O. F. Jester.


Merit Coil & Transformer Corp.
311 North Desplains St., Chicago 6, Ill.
Phone: Monro 1840
President............................................Charles C. Koch
Vice-President....................................Harold Jones
Sales Manager....................................Charles C. Koch
Chief Engineer...................................Harold Jones
Credit Manager.................................A. G. Schmidt
Purchasing Agent...............................Arthur J. Herold
Service Manager.................................Harry R. Koch

PRODUCTS: Transformers, coils, special windings and cable assemblies.

Micamold Radio Corp.
1087 Flushing Ave., Brooklyn 6, N. Y.
Phone: STagg 2-9820
President............................................A. P. Hirsch
Sales Manager....................................E. B. Tyler
Vice-President....................................F. A. Whiting
Purchasing Agent...............................J. Roth

PRODUCTS: Transmitting, mica, molded paper, paper, and electrolytic condensers; resistors; ceramics; oil and tubular condensers.

Micro Switch Division of First Industrial Corporation
Freeport, Ill.
Phone: State 900
President..........................................W. B. Schulte
Vice-President....................................A. L. Riche
Sales Manager....................................F. E. Wilsey

BRANCH OFFICES: 126 Newbury Street, Boston 16, Mass., Phone, COMmonwealth 3715, Branch Manager, J. J. Cassidy; 43 East Ohio Street, Chicago 11, Ill., Phone, SUPerior 0680; 4900 Euclid Avenue, Cleveland 3, Ohio, Phone, EXPRESS 1421, Branch Manager, A. W. Wacaser; 1709 West 8th Street, Los Angeles 14, Calif., Phone, EXposition 1169, Branch Manager, E. N. Hughes, Field Engineer, V. J. Warne; 11 Park Place, New York 7, N. Y., Phone, REctor 2-4328, Branch Manager, J. K. Lincoln; 2502 McKinney Avenue, Dallas 2, Texas, Phone, Lakeside 7821, Representative, F. T. Summers; 917 South West Oak Street, Portland, Oregon, Phone, BRoadway 3330, Representative, Don Burcham; 1218 Olive Street, St. Louis 3, Mo., Phone, CEentral 6300, Representative, N. W. Kathiarius.

PRODUCTS: Precision snap-acting micro switches and auxiliary actuators, micro limit switches, special micro switches, thermally operated micro switches, explosion-proof micro switches, splash-proof micro switches.

Miles Reproducer Co., Inc.
312 Broadway, New York, N. Y.
Phone GRamercy 5-9466
President............................................Dr. R. Byrne
Secretary..........................................J. M. Kuhlik, Sc.D.
Treasurer..........................................H. B. Kuhlik
Advertising Mgr.................................J. V. Conniff
Vice-President....................................G. Ruskin
Public Relations.................................B. Burns
Electronics Head...............................P. Katzoff, E.E.

PRODUCTS: Sound-On Film Recorders, Sound-On Film Reproducers, Telephone Recording Machines, Dictated Recording Machines, Dictating Transcribers, Throat Microphones, Sound Protection Equipment, Continuous Recorders and Transcribers for every occasion.

James Millen Manufacturing Co., Inc.
150 Exchange Street
Malden 48, Massachusetts
Phone: Malden 4108 and 4109
President............................................James Millen
Vice-President....................................Robert S. Millen
Sales Manager....................................James Millen
Chief Engineer.................................R. Wade Caywood
Purchasing Agent...............................Robert Harpell
Export Manager.................................C. Lohman Janik

PRODUCTS: Radio Transmitters, Receivers and all component parts.
Northern Electric Co., Ltd.
1261 Shearer St., Montreal, P. Q., Canada
Phone Wilbank 3131
President..........................P. F. Sise
PRODUCTS: Transmitters, point-to-point equipment, music reproducing equipment, microphones, portable amplifiers, public address systems, aircraft radio, vacuum tubes, electric organs.

Oak Manufacturing Co.
1260 Clybourn Ave., Chicago 10, Ill.
Phone: MOHawk 2222
President..........................Edward F. Bessey
1st Vice-Pres., in Charge of Sales
R. A. O'Reilly
Secretary..........................William Bessey
Chief Engineer.....................E. J. Mastney
Purchasing Agent..................D. L. Bradley
PRODUCTS: Switches, vibrators, condensers, tuners, rotary relays, record changers.

The Ohio Carbon Co.
12508 Berea Rd., Cleveland 11, Ohio
Phone: Boulevard 2700
President..........................Allen K. Moulton
Sales Manager........................I. W. Brandel
Chief Engineer......................A. A. Stark
PRODUCTS: Carbon resistors, wire-wound resistors, paper resistors, radar and electronic applications.

Ohmite Mfg. Co.
4835 Flournoy St., Chicago 44, Ill.
Phone: Austin 1070
President..........................D. T. Siegel
Treasurer..........................W. B. Hills
Vice-Pres., Production.............J. S. Howe
Vice-Pres., Sales...................R. S. Laird
Chief Engineer....................H. Levy
Purchasing Agent...................A. Stolzenfeld
PRODUCTS: Rheostats, resistors, rotary tap switches, R. F. and power line chokes, and attenuators.

Operadio Manufacturing Co.
St. Charles, Ill.
Phone: MANfield 6446
President..........................J. M. Stone
Vice-President & Gen. Manager....G. R. Haase
Secy. & Treas......................L. A. King
Purchasing Agent..................E. E. Swick
Chief Engineer.....................J. F. Mc Craigh
PRODUCTS: Communication equipment, loud speakers, amplifiers, public address systems.

Oxford-Tartak Radio Corp.
3911 S. Michigan Ave., Chicago, Ill.
Phone: ATLantic 6161
President & Sales Manager.........Paul H. Tartak
PRODUCTS: Loud speakers, output and line transformers.
Pacific Sound Equipment Co., Inc.
1534 Cahuenga Blvd., Los Angeles 28, Calif.
Phone: Hempstead 5141

President..........................Robert G. Metzner
Secretary-Treasurer.............William L. Mans

Branch Office: 4821 Bethesda Avenue, Bethesda 14, Md. (Washington, D. C.).
Phone, Wisconsin 3114, Representative, William H. Holmes.

Products: Phonographs, electric and acoustic; transcription reproducers; public address systems; etc.

Packard-Bell Co.
1115 S. Hope St., Los Angeles 15, Calif.
Phone: PRospect 3404

President........................Herbert A. Bell
General Manager................H. D. Thomas, Jr.
Director of Sales................J. M. Spain
Chief Engineer....................A. R. Ellsworth
Purchasing Agent................A. T. Baxter


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 Eng..............F. J. Bingle
Director of Research............David B. Smith
Vice-Pres., Charge of Service.....R. F. Herr

Accessories, batteries, radar equipment.

Philharmonic Radio Corp.
528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President......................Avery R. Fisher
Vice-Pres........................Victor Brociner
Vice-Pres........................Stanley Bogart
Secretary.........................J. A. Coleman
Comptroller.....................Victor J. Olearo
Asst. Secy-Treas................George F. Tiernan
Chairman of Board................Thomas R. Jones

Products: FM-AM radio-phonographs, FM-AM receiving sets, electronic test equipment, military radio and radar.

Philmore Mfg. Co.
114 University Pl., New York 3, N. Y.
Phone: ALgonquin 43363

Manager.........................Philip Schwartz
Chief Engineer...................Reginald Burke
Credit Manager...................R. Rosen
Export Manager..................M. L. Granat
Service Manager................Theodore Kunze
Purchasing Agent...............Murray Granat

Products: Amateur sets, crystal sets, microphones (carbon type), detectors, plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones, spring aerials.

Phonovation Corp.
850 Blackhawk St., Chicago 22, Ill.
Phone: Michigan 8080

President.......................Harry J. Berlin
Chief Engineer...................M. Kenney
Credit Manager...................F. Kosecki
Purchasing Agent..............A. E. Neuhauer

Products: Amplifiers and remote control devices.

Piloto Radio Corp.
37-06 Thirty-sixth St., Long Island City, N. Y.
Phone: STillwell 4-5455

President-General Manager..Isidor Goldberg

Products: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets.

Poinsettia, Inc.
96 Cedar Ave., Pitman, N. J.
Phone: Pitman 511
Phone: Pitman 196

President......................E. Poinsett
Secy. & Treas....................E. P. Carter

Products: Phonograph Record Manufacturing Equipment.

Press Wireless, Inc.
1475 Broadway, New York, N. Y.
Phone: BRYant 9-5030

President......................A. Warren Norton
Vice-Pres.........................E. J. Kerrigan
Dir. of Communications.........D. K. deNeuf
Dir. of Manufacturing..........Ray H. dePasquale
Treasurer.......................James Humphry, Jr.
Gen'l Attorney-Secy..............J. E. Denning

Branch Office: 1680 Vine Street, Hollywood, Calif., Phone, Granite 7171, Manager of Pacific Division, E. N. Dotson.

Products: High power radio transmitters, diversity receivers, aircraft and airfield radio equipment, radio printer systems, mod- uplex units, channeling devices, radio photo terminals, facsimile machines.
Presto Recording Corp.
242 W. 55th St., New York 19, N. Y.
Phone CI 5-7760
President...................... George J. Saliba
Secretary........................ Morris M. Gruber
General Sales Manager............ Ralph C. Powell
PRODUCTS: Sound Recording Equipment, Discs and Needles, Transcription Turntables, Recording Amplifiers and Accessory Recording Equipment.

B. A. Proctor Co., Inc.
2 W. 45th Street, New York, N. Y.
Phone MU 6-7542
President & Treasurer............ Barton A. Proctor
Vice President & Secretary....... Ferd. C. W. Thiede
PRODUCTS: Crystal Pickups and Recording Heads, Transcription Turntables and Recording Machines.

Radio Condenser Co.
Davis & Copewood Sts., Camden, N. J.
Phone: Camden 7300
President......................Stanley S. Cramer
Vice-President.................. Russell E. Cramer
Secretary & Treasurer .......... William W. Paul
Factory Manager.................. Frank A. Cowgill
Chief Engineer................... Joseph S. Robb
Purchasing Agent.................. James W. Willard
Sales Manager................... William J. May
Dir. of Labor Relations......... William J. McHugh

BRANCH OFFICES:
4417 Armitage Street, Chicago, Ill., Western Sales Manager, Robert M. Buesman; 420 Lexington Avenue, Room 611, New York, N. Y., New York Representative, Phil R. Fixel; 3415 8th Street, Los Angeles, Calif., West Coast Representative, Carl A. Stone.

PRODUCTS: Variable air condenser for commercial radio sets and special transmitter, receiver and detector equipment.

Radio Engineering Labs., Inc.
35-54—36th St., Long Island City, N. Y.
Phone: Astoria 8-1010
President......................Charles M. Srebroff
Vice-President................... Frank A. Gunther
Secretary....................... Marion Wade


PRODUCTS: Broadcast transmitters, frequency modulation and amplitude modulation, antennas, test equipment, FM speech consoles, FM studio to transmitter relays, FM receivers, loud-speaker units, portable transmitters for remote pickup service, mobile two-way FM transmitters and receivers for Military and Municipal use.

RCA Victor Division
Camden, New Jersey
Phone Camden 5000
Vice-Pres., Charge of Division........ Frank M. Folsom
General Manager.................. Robert Shannon
Chief Engineer.................... Dr. C. B. Jolliffe
Dir. of Finance & Accounts.... J. G. Wilson
Dir. of Advertising.............. C. B. Brown
Mgr. of Engineering Products Division............ Meade Brunet
Mgr. of Radio, Television & Phonograph Division............ T. F. Joyce
Mgr. of Tube & Equipment Division......... L. W. Teegarden
Mgr. of Record Division........... J. W. Murray
Dir. of International Division..... J. D. Cook

PRODUCTS: Custom built communication and sound equipment, sound reinforcing equipment, broadcast transmitters and studio equipment, Industrial Sound Equipment, records and transcriptions, electronic tubes, television transmitting and receiving equipment, FM transmitting and receiving equipment, special electronic apparatus and facsimile equipment.

Raytheon Production Corp.
55 Chapel St., Newton, Mass.
Phone: BIGelow 7500
President...................... L. K. Marshall
Vice-Pres.-Treas.................. D. T. Schultz
Secretary...................... D. L. Trouant

BRANCH OFFICES: Electronic Equipment Division, Seyon Street, Waltham, Mass., Phone, Waltham 5860, Plant Manager, G. E. M. Bertram; Power Tube Division, Foundry Avenue, Waltham, Mass., Phone, Waltham 3560, Plant Manager, P. L. Spencer; Electrical Equipment Division, 190 Willow Street, Waltham, Mass., Phone, Waltham 5860, Plant Manager, G. E. M. Bertram; Radio Receiving Tube Division, 55 Chapel Street, Newton, Mass., Phone, Bigelow 5000, Plant Manager, P. T. Weeks; Communication Division, 420 Lexington Avenue, New York, N. Y., Phone, Mohawk 4-1341, General Manager, Joseph Pierson.

PRODUCTS: Tubes.

Remler Co., Ltd.
2101 Bryant St., San Francisco 10, Calif.
Phone: VAlenca 3435
Pres.-Gen. Mgr.................. E. G. Danielson
Sales & Advertising................ H. L. Parker
Chief Engineer.................... H. A. Greene, Jr.

PRODUCTS: Electronic equipment since 1918. Radio broadcast receivers, attenuators, tube sockets, plugs and receptacles, intercommunication equipment, marine announcement systems, precision plastic molding and screw machine products.
Scophony Corp. of America
527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-5960
President..........................Arthur Levey
Vice-President.....................Joseph E. Swan
Treasurer.........................Franklin Field
Director of Research...............Dr. A. H. Rosenthal
PRODUCTS: Television projectors, electronic devices, Govt. work.

Sheridan Electro Corp.
2350 South Michigan Ave., Chicago 16, Ill.
Phone: Calumet 2100
President..........................John J. Sheridan
Vice-President, Sales Mgr........Robert Shellow
Chief Engineer....................Kenneth W. Jarvis
Purchasing Agent................John H. Stackhouse
PRODUCTS: Radio sets, transmitting apparatus, and electrical appliances.

Sonora Radio & Television Corp.
325 N. Hoyne Ave., Chicago, Ill.
Phone: CHIsapeake 2323
President..........................Joseph Gerl
Vice-President....................B. Freund
Sales Manager....................Edward Harris
Sales Promotion Mgr.............Herbert S. Hall
Recording Director...............Mary Ruebens
BRANCH OFFICE: 730 Fifth Ave., New York, N. Y., Eastern Sales Manager, Milton Benjamin.
PRODUCTS: Receiving sets, radio-phonograph combinations, phonograph records.

Sound, Inc.
221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234
President-Sales Mgr...............Allen Shoup
Chief Engineer....................Fred Shoup
Credit Manager...................Henry Watkins
Purchasing Agent................H. F. Costello
PRODUCTS: Sound equipment; 16 mm. projectors.

The Sparks-Withington Co.
2400 E. Ganson St., Jackson, Mich.
Phone: Jackson 2-0461
Pres.-Gen. Mgr....................Harry G. Sparks
Mgr. of Radio & Appliance Division.....................C. J. Kayko
Sales Manager....................Harley R. Wall
Treasurer.........................H. M. Johnston
Export Manager..................H. O. McClumpha
Service Manager................J. M. Bowmaster
PRODUCTS: Receiving sets, radio-phonograph combinations, television sets, transformers.

Speak-O-Phone Recording & Equipment Co.
23 West 60th St., New York, N. Y.
Phone CO 5-1350
General Sales Manager..........C. A. Austin
Secretary.........................R. L. Lee
PRODUCTS: Recording and reproducing equipment.

Sperry Gyroscope Co. Inc.
Great Neck, New York.
Phone: Fieldstone 3-6000
President..........................R. E. Gillmor
General Mgr.......................P. R. Bassett
Gen. Sales Mgr...................H. H. Willis
Electronics Sales Mgr...........E. F. Lazar
PRODUCTS: KLYSTRON Tubes, radio direction finders; electronic measurement equipment.

Stewart-Warner Corp.
1826 Diversey Pkwy., Chicago, Ill.
Phone: Lakeview 6000
Senior Vice-Pres..................F. A. Hiter
Manager, Radio Dept...............F. D. Masters
PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.

Stromberg-Carlson Co.
100 Carlson Rd., Rochester 3, N. Y.
Phone Culver 260
Pres...............................Wesley M. Angle
Vice-Pres., Gen. Mgr.............Ray H. Manson
Vice-Pres., Charge of Finance.....Edwin C. Roworth
Vice-Pres., Charge of Broadcasting........William Fay
Vice-Pres., Charge of Sales........Lloyd L. Spencer
Vice-Pres., Charge of Eng. and Research........Frederic C. Young
Sec., Asst. Gen. Mgr.............Lee McCanne
Treasurer.......................Wilbur W. Hetzel
Asst. Treas., Charge of Credits & Priorities........Arthur F. Gibson
Asst. Treas., Charge of Accounting........Gordon G. Hoit
Asst. Sec.-Gen. Supt...............Sidney R. Curtis
BRANCH OFFICES: 564 W. Adams St., Chicago 6, Ill., Phone, State 4234, Manager, H. T. McCraig; 2017 Grand Ave., Kansas City 8, Mo., Phone, Harrison 6618, Manager, A. J. Roberts; 1355 Market St., San Francisco 3, Cal., Phone, UNderhill 5388, Manager, T. C. Thompson; Stromberg-Carlson Co., Ltd., 211-219 Geary Ave., Toronto, Ont., 941
Canada. Phone, MELrose 2153. Vice-President and Managing Director, R. A. Hackbusch.

PRODUCTS: Communications equipment including radio, television, telephone, sound equipment, etc.

Sylvania Electric Products, Inc.
500 Fifth Ave., New York, N. Y.
President .................. W. E. Poor
Vice-President, Sales ........ D. G. Mitchell
Director of Engineering ...... R. M. Wise
General Sales Manager, Radio Tube Sales 
C. W. Shaw
D. R. Adv. S. P. ........... Paul S. Ellison
PRODUCTS: Receiving tubes, cathode ray tubes, transmitting tubes, electronic devices.

Templetone Radio Mfg. Corp.
Templetone Bldg., New London, Conn.
Phone: New London 2-2191
President .................. Oscar Dane
Vice-President ................ Eli Dane
Vice-Pres., Charge of Engineering .... Dr. Dale Pollack
Purchasing Agent .......... M. A. Gardner
Asst. Adv. Manager ........ S. A. Kelsey
Personnel Manager .......... Fred Corbett
PRODUCTS: Radios and electronic test equipment.

Trav-Ler Karenola Radio & Television Corp.
1028-36 W. Van Buren St., Chicago 7, Ill.
Phone: HAYmarket 3487
President-General Manager ...... Joe Friedman
Chief Engineer ................ R. J. O'Brien
Purchasing .................. M. Kling
BRANCH OFFICE: Orleans, Ind., Phone Orleans 85, Works Manager, Ellis Friedman.
PRODUCTS: Inter-communication equipment for U. S. A. Signal Corps. All types of radio merchandise.

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif.
Phone: (Inglewood) ORichard 7-4216
Phone: (Los Angeles) ORegon 8-2148
President .................. James L. Fouch
Vice-President & Sales Manager Cecil L. Sly
Secretary .................. Durwood D. Allen
BRANCH OFFICES: (Canada) 560 King St. W., Toronto 2; (Export) 301 Clay St., San Francisco, 11; New York, 259 W. 14th St.; Boston, 94 Portland St.; Chicago, 540 N. Michigan Ave.; Seattle, 221-2nd Ave.
PRODUCTS: Microphones, stands and accessories: plugs, jacks, cords and switches.

Western Electric Co., Inc.
(Radio Division)
120 Broadway, New York 5, N. Y.
Phone CORtland 7-7700
Vice-Pres-Mgr. ............... F. R. Lack
Sales Manager ............... D. C. Hieckson
Commercial Sales Mgr. .......... H. N. Willets
PRODUCTS: AM and FM radio broadcasting transmitters and speech input equipment: aviation, marine, police radio transmitters and receivers; sound distribution systems; hearing aids and audiometers; microphones, loud-speakers and allied items; sound measuring equipment; vacuum tubes; thermostats; fastax camera; telephone apparatus and cable; carrier telephone equipment and train dispatching apparatus.

Westinghouse Electric & Mfg. Co.
Radio Division
2519 Wilkens Ave., Baltimore 3, Md.
Phone EDMondson 2300
Lamp Division
MacArthur Ave., Bloomfield, N. J.
Phone: BLOomfield 2-2200
President .................. George H. Bucher
Vice-President .............. Walter Evans
Asst. to Vice-pres. ........ Walter E. Benoit
Mgr., Radio Transmitter Div..... C. J. Burns
Sales Mgr., Radio Transmitter Division ................. C. W. Miller
Engr. Mgr., Radio Transmitter Division .............. R. N. Harmon
Mgr., Radio Receiver Div....... H. B. Donley
Asst. Mgr., Radio Receiver Div........... H. W. Schafer
Purchasing Agent, Radio Div. .... C. W. Lutz
Mgr., Lamp Division ............. C. R. Stuart
Sales Mgr., Electronic Tubes ... A. Franke
Eng., Mgr., Electronic Tubes ... D. D. Knowles
Purchasing Agent, Lamp Div. ... A. Clohosey
BRANCH OFFICES: In all principal cities.

PRODUCTS: Commercial broadcast transmitters, radio receivers, all types of radio transmitters and receiver equipment for military and industrial purposes, and radio tubes.

Zenith Radio Corp.
6001 Dickens Ave., Chicago, Ill.
Phone: BERkshire 7500
President-General Mgr. . E. F. McDonald, Jr.
Executive Vice-President & Treasurer, Hugh Robertson
Vice-President & Director of Sales, J. J. Nance

PRODUCTS: Receiving sets, radio-phonograph combinations, FM receiving sets, television receiving sets, record-players.
FREQUENCY MODULATION

Progress of FM During 1944

FM Board

FM News Highlights

Proposed Allocations

High Frequency Stations

Commercial

Pending Applications

Developmental Stations
REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! Numerous REL FM stations—1 KW to 50 KW—have been in continuous, successful operation over a period of years.

REL pioneering has resulted in some vitally important "FIRSTS" in FM...

- **FIRST** (and only one) to ever successfully install a 50 KW FM transmitter. Four of ours are operating daily and have been since 1941.
- **FIRST** to develop and install a studio to transmitter radio relay.
- **FIRST** to develop and install transmitter to transmitter radio relay, thereby making possible the FM networks.

Our pre-war successes have been the result of specialization in FM installations. FM is not an REL sideline... it is the actual basis of our operations! Our staff of engineers have unique experience... experience that enables them to plan and carry through the most difficult FM installations... experience that assures REL of a tremendous future in FM. The groundwork—the pioneering—is complete! We are ready to reassume our major role in FM broadcasting as soon as conditions permit.
PROGRESS OF FM DURING 1944

By Myles L. Loucks
Managing Director, FM Broadcasters, Inc.

NINETEEN FORTY-FOUR was the year in which FM took its rightful place as the next big step forward in entertainment radio. It was a year of re-birth, of furious planning, of growth so rapid that the rosy-hued predictions of January were drably conservative by July and had to be made all over again in October.

The static-free, full-fidelity system of broadcasting had its re-birth at the Fifth Annual Meeting of FM Broadcasters, Inc. An unprecedented throng of 750 broadcasters from all over the nation turned up in New York in January to hear the FM story through one of the most serious radio conventions in history.

It was at this session that the trade association decided to re-open its offices in Washington. As the new year begins these offices are being expanded. The two-room suite at 711 Colorado Building is being replaced by a spacious five-room layout at 1730 Eye Street, N. W., in the capital city. The staff has been expanded from two to five.

At the beginning of 1944 there were 42 FM commercial stations on the air, ten firms held construction permits and there were 62 applications on file with the FCC. Five experimental stations were operating.

Estimated Production

It was on the basis of these figures that industry leaders at the FMBI January session predicted 5,000,000 sets would be built in the first year of peace. They foresaw 500 FM stations operating within 10 years. By September these predictions were corrected to indicate 10,000,000 sets and thousands of FM stations. Manufacturers presented a solid front in their intentions to include FM in the sets they will build.

During 1944 four more commercial FM stations took to the air. In January, Head of the Lakes Broadcasting Company, obtained a commercial license for WDUL at Superior, Wisconsin. In May, WTAG-FM was finally given the commercial nod at Worcester, Mass. The Worcester Star Telegram Publishing Company was one of the pioneers on experimental FM operations. KMBC-FM, the Midland Broadcasting Company's station at Kansas City, aired its first commercial broadcast, June 24. NBC's experimental station W2XWG became WEAF-FM in August and was the 46th commercial FM to go on the air.

But it was the FCC's pending file which turned out to be the real FM barometer of progress. A steady flow of FM requests began reaching the Commission following the January FMBI convention. By March there were more than 100 on file. The 200-mark was passed in August. By December the number had grown to more than 300.

At the end of the year FM stations existing and proposed represented coverage for 200 different localities in all but seven of the less densely-populated states. It has been estimated that these will provide FM's service to more than 100,-000,000 Americans or approximately 80 per cent of the nation's buying power.

Applicants Serious

The seriousness with which these people approach the FM future is evidenced by the fact that all but a few of the applications are accompanied by full engineering data. More recently this seriousness has also been reflected in the cooperation the Commission is getting from some of the applicants through the setting up of developmental stations.

During the Summer the Commission began dropping hints that it would welcome investigation of this type. Volunteers responded quickly and today more than a dozen developmentals are setting forth on studies in as many different parts of the nation. They aim to solve the problems which always crop up in a rapidly expanding field.

But perhaps the most important planning from an engineering standpoint was that done by Panel 5, the FM panel of the Radio Technical Planning Board. All year this group went energetically about the review and development of standards for FM broadcasting. It was one of two RTPB panels to complete its report in time for the FCC General Allocation Hearing upon the record of which the Commission will allocate the entire radio spectrum for all post-war communications. The recommendations of this panel were eventually endorsed by the entire planning board, the radio manu-
FM BROADCASTERS, INC. (FMBI)

Office of the President and Secretary-Treasurer
333 W. State Street, Milwaukee 1, Wisconsin
Marquette 6000

Washington 5, D. C.
1730 Eye Street, N. W.
Myles Loucks, Managing Director
National 6628

Officers

President ......................................................... Walter J. Damm
Vice-President ................................................... Theodore C. Streibert
Secretary-Treasurer ............................................. L. W. Herzog

Directors


Functions

FMBI is a non-profit association of FM boosters founded to see that frequency modulation advances in a coordinated logical manner; to guarantee that its interests are furthered and protected and to represent the FM industry in Washington; to provide an advisory service for its membership stations; to offer liaison between broadcasters and manufacturers interpreting the problems of each; to conduct a program of promotion and publicity aimed at stimulating public interest, and to provide a competent and accurate service for the truthful dissemination of information concerning FM. Membership includes individuals and companies who have an FM station, a construction permit or an application on file with the FCC for one.

(Continued From Preceding Page)

ufacturers and FMBI only recently ratified its endorsement on the basis of the record and supplementary data.

Another important phase of FM planning and growth took place among the educators of the nation. Seeing in FM a second and better chance to utilize radio in education, the educators have embarked upon an ambitious program to attain what FCC Commissioner Clifford J. Durr has called "a whole new radio kingdom."

The U. S. Office of Education, Federal Security Agency, has been coordinating this work with nearly all of the important educational organizations of the country participating.

Aiming for the most economical use of whatever frequencies will be assigned to them (they now have five), the educators have been planning state-wide broadcasting networks. Thirty of the 48 states have such networks in some phase of preparations. Unlike the commercial people who must necessarily concentrate their signal strength to serve the greatest possible number of people, the state educational nets are being designed to provide a listenable FM signal to every resident no matter where he may live.

Commercial and educational FM combined is bound to provide service to the nation, the equity of which has never before been approached.

FM enters 1945 with the hope that an early victorious peace will congeal all this planning and that to come into a broadcast structure befitting the greatest democracy and the greatest nation in the world.
FM NEWS HIGHLIGHTS—1944
From RADIO DAILY

Increasing interest in frequency modulation broadcasting is indicated in an appraisal of the FM news carried in Radio Daily during the past year. Following pages chronologically record the highlights of the year's FM news developments.

JANUARY

Jan. 19—Application for an FM station was filed with the FCC today by the New York "Times." This application, coming right after the FCC sanctioned the ownership of radio stations by newspapers, indicated the matter had been under consideration for some time.

Jan. 24—NBC issued a statement to the effect that the network had investigated the possibilities of FM from every angle.

Jan. 26—The fifth annual meeting of the FM Broadcasters Inc. opened today at the Hotel Commodore in New York City, with record attendance indicated.

Jan. 27—James Lawrence Fly, head of the FCC, commends FM and the FMIBI. Addressing a luncheon gathering of more than 600, he declared that FM "stands on the threshold of tremendous developments." He also brought a letter of greeting from President Roosevelt.

FEBRUARY

Feb. 7—FM programming was expanded by CBS over WABC-FM with the announcement that the New York Philharmonic Symphony and the Philadelphia Orchestra will henceforth be heard as a regular feature.

Feb. 9— Pamphlets are to be released shortly by the Office of Education entitled "FM for Education." They are for the purpose of disclosing to the public the post war plans for the FM channels reserved for education.

Feb. 16—Seventeen out of the 77 FM applications pending with the FCC at the start of this week were from newspapers, a study of the list indicates.

Feb. 24—Applications were filed with the FCC today for 5 FM stations by the National Broadcasting Company. Two FM applications by NBC are already pending.

MARCH

March 17—An FM station to carry on "research to foster the development" of that type of broadcasting will be built in the Capital area, with its transmitter located at Olney, Maryland, according to Columbia University's department of public information, which further states that the new station will be a replica of Major Armstrong's outlet at Alpine, N. J.

March 21—Full expansion into both the field of FM and that of television by the Blue web, was forecast by Mark Woods, president, in an address to 47 departmental heads at a recent managerial meeting held at the Waldorf-Astoria hotel. Woods also revealed that applications for several FM stations have been filed.

APRIL

April 13—According to the files of the FCC, applications for FM stations have been more than triple the number of applications for AM stations during the first three months of the year.

April 18—A recent survey in the New York and Metropolitan area to determine what makes people listen to FM reveals that about 18 per cent desire the better reception on classical music, while another 11 per cent like the fact that there is less advertising and commercials on FM programs.

April 25—Growing interest of the nation's newspaper publishers and editors in post war FM and television was indicated at the convention of the American Newspaper Publishers Association which opened yesterday at the Waldorf-Astoria.

April 26—FM broadcasting will replace AM broadcasting entirely within eight to ten years after transmitters and receiving sets are made available to the general public, according to a prediction by Walter J. Damm, president of FM Broadcasters, Inc., at the final session of the American Newspapers association convention, yesterday.
MAY

May 12—The practical use of tele will be delayed at least five years in favor of the further development of FM, was the theory advanced by Edward W. Wood, Jr., general sales manager of Mutual, in a speech made this week before members of the New Orleans Advertising Club.

May 23—A discussion of FM and tele will be included on the agenda of the spring meeting of the CBS Affiliates Advisory Board which will be held at the network's headquarters in New York City May 24th and 25th.

May 24—Yesterday the FCC questioned all national and regional networks in regard to their policy on net shows for FM. Full replies of present policies and future plans were asked for by the commission in an effort to determine how closely the FM program will adhere to the AM program line. The survey was inspired by recent NBC and CBS contracts with their affiliates, to wit: stations having FM outlets could carry net FM shows free of charge providing the AM outlet also carried the show.

May 26—Arrangements have been completed between the Mexican government and that of the United States to present the new uses of FM in a special exhibit in Mexico City from June 1 to the 8th. It was indicated that FM provides the solution to the Mexican Ministry of Education's problem of carrying their education program into the sparsely settled mountain areas.

JUNE

June 1—Raymond F. Guy, NBC radio Facilities Engineer, addressed the Institute of Radio Engineers in Indianapolis recently on the merits of FM. Stressing the greater value of FM as compared with AM broadcasting, he demonstrated his talk with records made in the field, mainly in the higher frequencies, and brought out the ability of FM to reject interfering signals on the same frequencies.

June 9—In a detailed technical report released today, the FCC sought to explain the cause of the "bursts" they have on many occasions recorded. They are at present unable to define the cause, but the report gives much data on the rate of occurrence, etc. A "burst" is a sudden increase in signal strength of very short duration, and is frequency noted on sets from 300 to 700 miles from the transmitter, those nearer being protected by the steady groundwave, and those further away, for some reason, not being strongly affected.

June 15—A new map issued recently by the FM Broadcasters Association reveals that there are 44 FM stations now in operation in 36 states, and at the present time there are 163 applications pending with the FCC in Washington. It is estimated that the applicants may spend over $10,000,000 for equipment.

JULY

July 3—Three new applications were filed with the FCC yesterday, all from standard broadcasters. The applicants are KTRH, Houston, Texas; WBIG, Greensboro, N. C.; and WFCI, Pawtucket, R. I.

July 18—The Winston-Salem, N. C., high schools with the cooperation of WMIT, North Carolina's pioneer FM station, have proposed a plan for use of FM stations for educational purposes throughout the state in the postwar period. As an experiment, four speakers have been installed by WMIT in four of the leading high schools, and the station's staff is working with the school board to create special programs in various educational fields, which will be fed directly to the schools.

July 19—An announcement by the FCC reveals that the commission plans to carefully scan all future requests for FM stations for educational purposes with a view to state educational plans. This survey results from the great interest shown in the proper use of the five FM bands set aside for educational purposes.

July 27—The Trans-Canada Air Lines has taken a step which may be a forerunner for all commercial air lines, by installing complete two-way FM equipment at their various airports and travel bureaus. The aim is to speed up communications regarding tickets, reservations, etc., as much as possible. The new equipment is of ultra high frequency, and is the first such equipment to be installed either in Canada or in the United States.

July 31—Wide distribution to the public is planned for the forthcoming FM book being published jointly by the FM Broadcasters Inc., and manufacturers of FM equipment. In order to insure as wide a distribution as possible, the FMBI has issued an initial print order of 200,000, with the equipment companies expected to raise the number considerably.

AUGUST

Aug. 24—Post-war planning in the field of FM broadcasting will come up for discussion at the final session of the NAB convention, Thursday, Aug. 31. Because of the rapidly growing interest in this field, the NAB officials announced that the entire afternoon would be turned over to this subject.

Aug. 30—"One of the most fundamental problems of all Blue Network affiliates at the present time is FM broadcasting." This was the statement made by Mark Woods, president of the Blue web, before a group of
network affiliate managers at the NAB convention. Predicting great post war expansion of that type of broadcasting, Woods said that there would be 20,000,000 sets in operation within four years after the war. The change from AM to FM will be gradual, and will take from 5 to 10 years. In view of these facts, Wood urged all Blue affiliated stations to make immediate application with the FCC for FM outlets.

SEPTEMBER

Sept. 7—In order to increase WOR's news services, WBAM, WOR's FM outlet, will extend their broadcast schedule to seven days a week, Alfred J. McCesker, president, announced yesterday.

Sept. 11—The FCC announced Friday that it is preparing its own FM station, a portable affair in a trailer, which should be ready for operations next week. The outfit will be used to gather information in and around Washington for use in the coming frequency allocations hearings to be held here at the end of the month. The new station's call letters will be W3XFC, and it will operate variously on from 42 to 50 megacycles, both wide and narrow bands.

Sept. 22—Operating under newly assigned call letters, WEAF-FM, NBC's FM outlet in New York City, begins operations Sunday on a seven-day-a-week basis. The FM station will carry, wherever possible, regular NBC commercial shows, including the commercials, free of charge.

Sept. 26—The importance of the need for the Blue network to look into the field of FM broadcasting and to catch up with the other webs in this phase of electronics was stressed by Edgar Kobak, executive vice president of the web, at a luncheon for the press in the lounge of the Waldorf-Astoria yesterday.

OCTOBER

Oct. 2—A settlement of the differences of opinion between FM and telc interests was reached Friday at the FCC allocations hearings. After various conflicting claims and other disputes were ironed out, the FM bands decided upon were from 41 to 43 megacycles for educational and other non-commercial FM outlets, and from 43 to 56 megacycles for commercial FM. These results are not final, however, and the matter will come under further discussion.

Oct. 13—Lengthy questioning concerning the anticipated post war construction of FM receiving sets at the FCC allocations hearing today lent added weight to the impression that FM service may eventually be moved up to about 90 megacycles with room for 100 or more 200-kilcycle channels.

Oct. 17—In a poll conducted by General Electric, post war purchase lists include an FM receiving set at least nine times out of ten, according to the replies turned in by 16,635 GE stockholders, and 1,538 dealers.

Oct. 23—Trend of the testimony given at the FCC's frequency allocation hearing today showed no desire on the part of FM broadcasters to move up the spectrum, apparently upsetting plans of the commission to move the service up.

NOVEMBER

Nov. 3—William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, predicted the formation of a fifth major network to be FM and press-owned. At the same time he intimated that the present four major AM nets would eventually transform themselves into FM webs.

Nov. 6—J. Harold Ryan wrote a letter to the FCC opposing the proposed FM subscription plan, stating that it would be inadvisable to "sacrifice" our present broadcasting industry for what is, in effect, a "multiple address system." Ryan also stated that radio had served the public well, and planned further expansion in the future.

Nov. 22—CBS began their new improved FM service today when they put into operation their new 800 foot antenna located on the roof of 500 Fifth Ave. The new antenna has three kilowatts and extends the broadcasting radius from less than 50 miles to about 60 miles.

DECEMBER

Dec. 8—It is anticipated that the subject of Mutual's future expansion into the field of FM broadcasting will come up for extensive discussion tomorrow at the web's board of directors meeting at the Ambassador Hotel. This is regarded as most likely, due to Ed Kobak's, Mutual's new president, well-known interest in FM.

Dec. 14—Walter J. Damm, general manager of WTMJ, Milwaukee, and president of the FM Broadcasters, Inc., in New York this week for radio conferences, revealed that the total applications for FM stations had reached 310, and that the industry was very optimistic about the post-war market.
FM ALLOCATION PROPOSALS

AT THE Allocation Hearings held before the FCC and prior to the one held late in February of this year, it was decided that existing FM stations would not be required to move upward until new receivers capable of tuning in the new wave lengths are generally available.

According to the FCC the cost to the public "would not be great" and that the present 500,000 FM sets are mostly combination sets capable of receiving both AM and FM. These, said the Commission, are several years old and some of them could be converted. In any event, the FCC stated, the existing receivers or attachments would become partially obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters would not be substantial, the FCC held.

Disputing the FCC findings along this line and the frequency swap believed to benefit television out of proportion to that received by FM, the FM interests marshalled their forces at the latter hearing. After explanatory remarks on the status of FM as brought up at the original hearings, the FCC issued the following re Temporary Allocations For FM Stations:

FM Temporary Allocations

"The Commission is desirous of establishing FM in its new place in the spectrum as soon as possible in order that the 42 to 50 mc. band can be made available for use by other services which are being assigned to these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc. band will be available for some time after materials and manpower become available for this purpose. Accordingly, existing FM stations will not be required to move to new assignments in this band until such time as new receivers are generally available and in the hands of the public. At that time, the Commission will assign a frequency in the 84 to 102 mc. band to each existing licensee who will then be expected within a reasonable period of time to make the necessary arrangements for operation on the newly assigned frequency. It is believed this procedure will great facilitate the transition of FM stations to their new location.

"As pointed out in Section 10 on television 44 to 50 mc. will be assigned as the first television channel. Accordingly, in order that this space may become immediately available for use by television broadcasters, existing FM licensees will be given new assignments within the 42 to 44 megacycle band to operate on such channels until, as stated above, they are moved to a higher frequency in the 84 to 102 mc. region. No hardship should result from this change since existing FM sets are capable of receiving in this range which is already part of the FM band. In the congested areas sharing time may be required temporarily. This will permit change over of frequency of one transmitter to the new frequencies while maintaining operation on the lower frequencies."
Economic Factors

"The cost to the public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public consisting principally of combination sets capable of receiving both AM and FM. (Damm, Tr. 1047). These sets are, of course, several years old.

"Even if the present FM band were retained, these receivers would become partially obsolete insofar as FM reception is concerned since an expansion of the existing 42 to 50 mc. band would place a number of stations out of range. In some cases, old FM receivers can be converted for reception on the higher frequencies. Moreover, present AM receivers can include FM detachments which will not be appreciably more costly in the 84 to 102 mc. band than in the present band (Cotter, Tr. 1107).

"Insofar as transmitting equipment is concerned, the shift to the higher frequencies will not cause a substantial loss to the respective licensees in that a large part of the existing investment will not be affected, such as buildings, towers, power equipment, which will remain unchanged. Also, most of the transmitting equipment can be modified to operate on the higher frequencies without unreasonable cost."

In connection with issuing the temporary allocations, the Commission said in part "... the large percentage of AM licensees among the present FM applicants and the economic advantage which AM licensees have in building and operating FM stations more cheaply raise serious questions as to whether, unless some special measures are taken to that end, this objective will be accomplished. The Commission recognizes that until a substantial number of receivers are in the hands of the public, FM broadcasting will not be a self-supporting operation.

"To keep the door open for later applicants, the Commission is considering the adoption of the following plan: 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, and in addition will enable some new persons to participate in FM's early development. The remaining 20 FM commercial channels will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated."
# HIGH FREQUENCY—FREQUENCY MODULATION BROADCAST STATIONS

Section 37-48 lists 53 licensees or permitees and 232 Applicants for new facilities as of January 1, 1945, giving frequencies assigned or requested, coverage and population data furnished with applications filed with the FCC.

## COMMERCIAL

<table>
<thead>
<tr>
<th>State and City</th>
<th>Call Letters</th>
<th>Licensee or Permittee</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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PENDING FM APPLICATIONS

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<tr>
<th>State and City</th>
<th>Call Letters</th>
<th>Licensee or Permittee</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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* CP only.

PENDING APPLICATIONS FOR FM STATIONS

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<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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<td>48.9</td>
<td>12,900</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>Pape B/C Company</td>
<td>46.1</td>
<td>10,000</td>
<td></td>
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<tr>
<td>Montgomery</td>
<td>G. W. Covington, Jr.</td>
<td>45.5</td>
<td>4,761</td>
<td></td>
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<tr>
<td>Montgomery</td>
<td>Montgomery B/C Co., Inc.</td>
<td>43.5</td>
<td>17,299</td>
<td>722,782</td>
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<tr>
<td>CALIFORNIA</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Alameda</td>
<td>Times-Star Publishing Co.</td>
<td>49.1</td>
<td>5,450</td>
<td></td>
</tr>
<tr>
<td>Avalon</td>
<td>The Santa Catalina Island Co.</td>
<td>43.7</td>
<td>34,500</td>
<td>3,420,002</td>
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<tr>
<td>Fresno</td>
<td>J. W. Rodman</td>
<td>44.1</td>
<td>24,752</td>
<td>578,105</td>
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<tr>
<td>Hollywood</td>
<td>Columbia B/C System, Inc.</td>
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<td>34,000</td>
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<td>Hollywood</td>
<td>Warner Bros. B/C Corp.</td>
<td>44.9</td>
<td>3,118</td>
<td>2,487,874</td>
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<tr>
<td>Los Angeles</td>
<td>Earle C. Anthony, Inc.</td>
<td>43.7</td>
<td>34,000</td>
<td>3,579,000</td>
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<tr>
<td>Los Angeles</td>
<td>Blue Network Co., Inc.</td>
<td>43.1</td>
<td>21,024</td>
<td>3,320,125</td>
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<tr>
<td>Los Angeles</td>
<td>Consolidated B/C Corp., Ltd.</td>
<td>45.7</td>
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<tr>
<td>Los Angeles</td>
<td>National Broadcasting Co.</td>
<td>44.1</td>
<td></td>
<td></td>
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<tr>
<td>Los Angeles</td>
<td>IUUAAA Workers of America</td>
<td>43.9</td>
<td>32,000</td>
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<td>Los Angeles</td>
<td>Standard Broadcasting Co.</td>
<td>45.3</td>
<td>7,000</td>
<td>3,074,303</td>
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<tr>
<td>Los Angeles</td>
<td>The Times-Mirror Co.</td>
<td>43.3</td>
<td>15,857</td>
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<td>State and City</td>
<td>Applicant</td>
<td>Frequency (megs.)</td>
<td>Coverage (sq. mi.)</td>
<td>Population</td>
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<tr>
<td>---------------</td>
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<tr>
<td>Oakland</td>
<td>Tribune Building Company</td>
<td>46.5</td>
<td>1,216</td>
<td>1,350,000</td>
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<tr>
<td>Ontario</td>
<td>The Daily Report</td>
<td>49.9</td>
<td>2,240</td>
<td></td>
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<td>Richmond</td>
<td>B/C Corp. of America</td>
<td>43.5</td>
<td>48,000</td>
<td>4,300,000</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(50 uv/m)</td>
</tr>
<tr>
<td>Riverside</td>
<td>Contra Costa B/C Co.</td>
<td>49.5</td>
<td>4,490</td>
<td>23,642</td>
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<tr>
<td>San Bernardino</td>
<td>Sun Co. of San Bernardino</td>
<td>44.1</td>
<td>17,101</td>
<td>803,534</td>
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<tr>
<td>San Diego</td>
<td>Union Tribune Pub. Co.</td>
<td>45.5</td>
<td>5,000</td>
<td>203,341</td>
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<tr>
<td>San Diego</td>
<td>Airfan Radio Corp., Ltd.</td>
<td>44.7</td>
<td>950</td>
<td>203,341</td>
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<tr>
<td>San Francisco</td>
<td>Associated B'casters, Inc.</td>
<td>43.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>Blue Network Co., Inc.</td>
<td>44.3</td>
<td>27,500</td>
<td>2,423,926</td>
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<td>San Francisco</td>
<td>Don Lee B/C System</td>
<td>43.5</td>
<td>18,050</td>
<td>1,098,612</td>
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<tr>
<td>San Francisco</td>
<td>KJBS Broadcasters</td>
<td>44.7</td>
<td>7,557</td>
<td>2,891,687</td>
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<tr>
<td>San Francisco</td>
<td>National B/C Company</td>
<td>43.9</td>
<td></td>
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<tr>
<td>Stockton</td>
<td>E. F. Peffer</td>
<td>45.9</td>
<td>19,696</td>
<td>287,466</td>
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<td></td>
<td></td>
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<td>(50 uv/m)</td>
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<td>COLORADO</td>
<td>Colorado Springs Out West B/C Co.</td>
<td>47.7</td>
<td>2,950</td>
<td></td>
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<tr>
<td>Denver</td>
<td>KLZ Broadcasting Company</td>
<td>43.5</td>
<td>31,400</td>
<td></td>
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<tr>
<td>Denver</td>
<td>National B/C Co., Inc.</td>
<td>43.9</td>
<td></td>
<td></td>
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<td>CONNECTICUT</td>
<td>Hartford The Hartford Times, Inc.</td>
<td>43.7</td>
<td>21,900</td>
<td>3,840,166</td>
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<td>New London</td>
<td>Thames B/C Corp.</td>
<td>44.5</td>
<td>3,500</td>
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<tr>
<td>Waterbury</td>
<td>Harold Thomas</td>
<td>43.3</td>
<td>14,300</td>
<td>2,830,148</td>
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<td>DELAWARE</td>
<td>Wilmington WDEL, Inc.</td>
<td>44.5</td>
<td>6,400</td>
<td></td>
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<tr>
<td>DISTRICT OF COLUMBIA</td>
<td>Washington Capital B/C Company</td>
<td>46.7</td>
<td>8,020</td>
<td></td>
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<tr>
<td>Washington</td>
<td>The Evening Star B/C Co.</td>
<td>47.1</td>
<td>5,600</td>
<td>899,946</td>
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<tr>
<td>Washington</td>
<td>Marcus Loew Booking Agency</td>
<td>47.5</td>
<td>3,993</td>
<td>1,187,012</td>
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<td>Washington</td>
<td>The Times Herald</td>
<td>46.3</td>
<td></td>
<td></td>
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<tr>
<td>Washington</td>
<td>National B/C Company</td>
<td>44.3</td>
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<tr>
<td>FLORIDA</td>
<td>Daytona Beach The News Journal Corp.</td>
<td>49.1</td>
<td>3,000</td>
<td></td>
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<tr>
<td>Jacksonville</td>
<td>Florida B/C Company</td>
<td>44.7</td>
<td>11,700</td>
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<tr>
<td>Jacksonville</td>
<td>The Metropolis Co.</td>
<td>46.5</td>
<td>10,981</td>
<td>467,683</td>
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<tr>
<td>Miami</td>
<td>Miami B/C Co.</td>
<td>46.5</td>
<td>3,830</td>
<td></td>
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<tr>
<td>Tampa</td>
<td>Tampa Times Company</td>
<td>45.3</td>
<td>3,100</td>
<td></td>
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<tr>
<td>Tampa</td>
<td>The Tribune Company</td>
<td>45.3</td>
<td></td>
<td></td>
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<tr>
<td>GEORGIA</td>
<td>Atlanta The Constitution Pub. Co.</td>
<td>45.3</td>
<td>7,380</td>
<td>826,864</td>
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<td>Macon</td>
<td>Southeastern B/C Co.</td>
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<td>12,600</td>
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<td>Macon</td>
<td>Macon Telegraph Pub. Co.</td>
<td>46.7</td>
<td>12,000</td>
<td>57,385 (Macon only)</td>
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<td>Macon</td>
<td>Middle Georgia B/C Co.</td>
<td>45.7</td>
<td>12,600</td>
<td>589,140</td>
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<tr>
<td>IDAHO</td>
<td>Boise Boise B/C Station</td>
<td>48.5</td>
<td>1,148</td>
<td>82,830</td>
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<tr>
<td>ILLINOIS</td>
<td>Bloomington Radio Station WJBC</td>
<td>45.3</td>
<td>6,680</td>
<td>316,339</td>
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<tr>
<td>Champaign</td>
<td>Champaign News-Gazette, Inc.</td>
<td>49.1</td>
<td>4,660</td>
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<tr>
<td>Chicago</td>
<td>Agricultural B/C Co.</td>
<td>44.7</td>
<td>10,624</td>
<td>4,842,526</td>
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<td>Chicago</td>
<td>Blue Network Co., Inc.</td>
<td>48.7</td>
<td>11,000</td>
<td>5,045,240</td>
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<tr>
<td>Chicago</td>
<td>Chicago Fed. of Labor</td>
<td>47.9</td>
<td>10,800</td>
<td>4,849,461</td>
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<tr>
<td>Chicago</td>
<td>Drovers Journal Pub. Co.</td>
<td>48.7</td>
<td>10,800</td>
<td></td>
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<td>IUUAAA Workers of America</td>
<td>43.5</td>
<td>14,600</td>
<td></td>
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<tr>
<td>Chicago</td>
<td>National B/C Co., Inc.</td>
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<td>10,800</td>
<td>4,869,900</td>
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<td>Chicago</td>
<td>Oak Park Realty Co.</td>
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<td>10,800</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WEHS, Inc.</td>
<td>48.3</td>
<td>10,800</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WJJD, Inc.</td>
<td>44.7</td>
<td>10,800</td>
<td>4,750,000</td>
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<tr>
<td>Decatur</td>
<td>Commodore B/C, Inc.</td>
<td>46.5</td>
<td>15,708</td>
<td>879,355</td>
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<tr>
<td>Herrin</td>
<td>Orville W. Lyerla</td>
<td>49.1</td>
<td>3,966</td>
<td></td>
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<tr>
<td>Peoria</td>
<td>Peoria Broadcasting Co.</td>
<td>48.7</td>
<td>11,614</td>
<td>598,367</td>
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<tr>
<td>State and City</td>
<td>Applicant</td>
<td>Frequency (megs.)</td>
<td>Coverage (sq. mi.)</td>
<td>Population</td>
</tr>
<tr>
<td>---------------</td>
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<td>------------</td>
</tr>
</tbody>
</table>
| Quincy        | Illinois B/C Corp. | 44.1 | 15,300 | .....
| Quincy        | Quincy Newspapers, Inc. | 47.3 | 16,760 | .....
| Rockford      | Rockford Broadcasters, Inc. | 47.1 | 3,900 | 394,500
| Rock Island   | Rock Island B/C Co. | 44.5 | 3,000 | 316,000
| Springfield   | Commodore B/C, Inc. | 46.9 | 8,050 | 404,661
| Springfield   | WCBS, Incorporated | 46.1 | 11,594 | 650,218
| Waukegan      | Keystone Printing Service | 47.1 | 2,890 | 527,798

**INDIANA**

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| Evansville    | Evansville On The Air           | 44.3 | 29,688 | .....
| Fort Wayne    | Farnsworth Television & Radio Corp. | 46.1 | 8,500 | 118,410
| Hammond       | Radio Station WJOB              | 49.9 | 2,241 | 691,853
| Hammond       | WFAM, Incorporated              | 49.7 | .....
| Indianapolis  | Capital B/C Corp.               | 48.7 | 14,120 | 1,417,204
| Indianapolis  | Indianapolis B/C, Inc.          | 45.3 | 13,640 | 1,017,471
| Indianapolis  | Scripps Howard Radio, Inc.      | 46.9 | 8,400 | 386,972
| Muncie        | Donald A. Burton                | 46.5 | 9,600 | 1,108,084
| Shelbyville   | Shelbyville Radio, Inc.         | 46.1 | 3,730 | 243,136
| Terre Haute   | Banks of the Wabash, Inc.       | 48.7 | 7,440 | 415,999

**IOWA**

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| Cedar Rapids  | The Gazette Company             | 44.7 | 7,400 | 282,000
| Davenport     | Tri-City Broadcasting Co.       | 46.3 | 10,600 | .....
| Davenport     | Central Broadcasting Co.        | 46.1 | 18,200 | .....
| Dubuque       | Telegraph Herald                | 46.5 | 8,060 | 300,250
| Waterloo      | Josh Higgins B/C Co.            | 44.3 | 26,943 | 1,364,523

**KANSAS**

<table>
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<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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</thead>
</table>
| Hutchinson    | Hutchinson Pub. Co.              | 43.3 | 15,200 | 332,500
| Topeka        | Topeka B/C Assn. Co.            | 45.5 | 4,804 | 191,299
| Wichita       | The Farmers & Bankers B/C Corp. | 47.3 | 15,600 | 427,729

**KENTUCKY**

<table>
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<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| Ashland       | Ashland B/C Company             | 46.1 | 4,160 | 398,692
| Lexington     | American B/C Corp. of Ky.       | 45.1 | 6,300 | 391,142
| Louisville    | WAVE, Inc.                      | 46.9 | 13,300 | .....
| Louisville    | Courier-Journal & Louisville Times Co. | 45.7 | 13,200 | 1,004,320
| Louisville    | Northside B/C Corp.             | 46.3 | 8,665 | 750,125
| Owensboro     | Owensboro B/C Co., Inc.         | 47.9 | 7,250 | .....

**LOUISIANA**

<table>
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<tr>
<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| New Orleans   | The Times-Picayune Pub. Co.     | 44.3 | .....
| New Orleans   | Loyola University               | 44.9 | 8,478 | 815,078

**MAINE**

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| Augusta       | Gannett Pub. Co.                | 49.1 | 3,968 | 161,003
| Portland      | Portland B/C System, Inc.      | 47.1 | 3,980 | 359,687

**MARYLAND**

<table>
<thead>
<tr>
<th>City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
</tr>
</thead>
</table>
| Baltimore     | The A. S. Abell Co.              | 46.3 | 6,040 | 1,810,159
| Baltimore     | Baltimore B/C Corp.             | 48.3 | 3,600 | 1,343,000
| Baltimore     | The Baltimore Radio Show, Inc.  | 45.9 | 5,500 | 1,393,884
| Baltimore     | Hearst Radio, Inc.              | 43.7 | 8,857.6 | 2,383,494
| Baltimore     | Maryland B/C Company            | 48.9 | 2,904 | 1,209,745
| Baltimore     | The Monumental Radio Co.        | 47.9 | 4,520 | 1,365,000
| Olney         | FM Development Foundation       | 43.9 | 18,844 | 2,956,668
| Salisbury     | The Peninsula B/C Co.           | 48.9 | 6,000 | .....

955
<table>
<thead>
<tr>
<th>State and City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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<tbody>
<tr>
<td><strong>MASSACHUSETTS</strong></td>
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<td></td>
</tr>
<tr>
<td>Boston</td>
<td>Columbia B/C System, Inc.</td>
<td>43.5</td>
<td>20,200</td>
<td>5,972,246</td>
</tr>
<tr>
<td>Boston</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>Fidelity B/C Corp.</td>
<td>47.1</td>
<td>4,830</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>Filene's Television, Inc.</td>
<td>43.1</td>
<td>21,709</td>
<td>5,597,490</td>
</tr>
<tr>
<td>Brookline</td>
<td>Matheson Radio Co., Inc.</td>
<td>47.7</td>
<td>3,600</td>
<td>2,557,000</td>
</tr>
<tr>
<td>Fall River</td>
<td>Worcester Telegram Pub. Co.</td>
<td>45.3</td>
<td>7,000</td>
<td>2,811,000</td>
</tr>
<tr>
<td>Greenfield</td>
<td>Doughty &amp; Welch Elec. Co., Inc.</td>
<td>47.3</td>
<td>2,120</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Holyoke</td>
<td>John W. Haigis</td>
<td>49.9</td>
<td>3,556</td>
<td>225,186</td>
</tr>
<tr>
<td>Lawrence</td>
<td>The Hampden-Hampshire Corp.</td>
<td>44.1</td>
<td>14,340</td>
<td>1,825,597</td>
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<tr>
<td>New Bedford</td>
<td>Hildreth &amp; Rogers Company</td>
<td>44.9</td>
<td>2,970</td>
<td>651,000</td>
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<tr>
<td>(Paxton)</td>
<td>E. Anthony &amp; Sons.</td>
<td>43.3</td>
<td>19,650</td>
<td>4,779,600</td>
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<tr>
<td>New Bedford</td>
<td>E. Anthony &amp; Sons, Inc.</td>
<td>45.7</td>
<td>18,100</td>
<td>350,240</td>
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<td>Pittsfield</td>
<td>Eagle Publishing Co.</td>
<td>46.3</td>
<td>10,061</td>
<td>7,000</td>
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<tr>
<td>Pittsfield</td>
<td>Monroe B. England</td>
<td>45.7</td>
<td>7,000</td>
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<tr>
<td>Waltham</td>
<td>Raytheon Mfg. Co.</td>
<td>45.5</td>
<td>6,530</td>
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<tr>
<td>Worcester</td>
<td>(Paxton) Worcester Telegram Pub. Co.</td>
<td>43.5</td>
<td>20,437</td>
<td>6,038,500</td>
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<td><strong>MICHIGAN</strong></td>
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<td>Bay City</td>
<td>Bay B/C Company, Inc.</td>
<td>46.1</td>
<td>8,157</td>
<td>333,995</td>
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<tr>
<td>Ann Arbor</td>
<td>Washtenaw B/C Co.</td>
<td>46.3</td>
<td>3,472</td>
<td>430,136</td>
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<td>Battle Creek</td>
<td>Federated Publications, Inc.</td>
<td>46.1</td>
<td>4,100</td>
<td>278,759</td>
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<tr>
<td>Benton Harbor</td>
<td>The Palladium Pub. Co.</td>
<td>46.1</td>
<td>1,825</td>
<td>98,000</td>
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<td>Dearborn</td>
<td>Herman Radner</td>
<td>49.5</td>
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<tr>
<td>Detroit</td>
<td>James F. Hopkins, Inc.</td>
<td>46.5</td>
<td>6,790</td>
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<td>43.1</td>
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<td>WJR, The Goodwill Station</td>
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<td>Flint</td>
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<td>Leonard A. Versluis</td>
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<td>Jackson</td>
<td>WIBM, Incorporated</td>
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<td>Lansing</td>
<td>WJIM, Incorporated</td>
<td>47.7</td>
<td>3,800</td>
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<td>Muskegon</td>
<td>Ashbacker Radio Corp.</td>
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<td>2,290</td>
<td>191,845</td>
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<td>The Times Herald Co.</td>
<td>47.7</td>
<td>5,600</td>
<td>434,000</td>
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<td>Saginaw</td>
<td>Saginaw B/C Company</td>
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<td>Wyandotte News Co.</td>
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<td><strong>MINNESOTA</strong></td>
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<tr>
<td>Minneapolis</td>
<td>Minnesota B/C Corp.</td>
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<td>Southern Minnesota B/C Co.</td>
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<td>15,400</td>
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<td>St. Paul</td>
<td>WMIN Broadcasting Co.</td>
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<td>195,394</td>
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<td><strong>MISSOURI</strong></td>
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<td>WHB Broadcasting Co.</td>
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<td>Midland B/C Company</td>
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<td>St. Joseph</td>
<td>KFEQ, Incorporated</td>
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<td>St. Louis</td>
<td>Columbia B/C System, Inc.</td>
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<td>1,871,398</td>
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<td>Globe-Democrat Pub. Co.</td>
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<td>Thomas Patrick, Inc.</td>
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<td>The Pulitzer Pub. Co.</td>
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<td>St. Louis University</td>
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<tr>
<td>Lincoln</td>
<td>Cornbelt B/C Corp.</td>
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<td>Omaha</td>
<td>Inland B/C Company</td>
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<td>9,950</td>
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<td>Omaha</td>
<td>World Publishing Company</td>
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<td>11,660</td>
<td>1,062,000</td>
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## PENDING FM APPLICATIONS

<table>
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<tr>
<th>State and City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi)</th>
<th>Population</th>
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<tbody>
<tr>
<td><strong>NEVADA</strong></td>
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<tr>
<td>Las Vegas</td>
<td>Nevada B/C Company</td>
<td>49.5</td>
<td>560</td>
<td>28,172</td>
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<tr>
<td></td>
<td>Reno Newspaper, Inc.</td>
<td>43.7</td>
<td>35,588.7</td>
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**NEW HAMPSHIRE**

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<tbody>
<tr>
<td>Manchester</td>
<td>The Radio Voice of N. H.</td>
<td>43.5</td>
<td>31,630</td>
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**NEW JERSEY**

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<td>Jersey City</td>
<td>Fidelity Media B/C Corp.</td>
<td>49.1</td>
<td>5,160</td>
<td>4,199,500</td>
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<td>Jersey City</td>
<td>New Jersey B/C Corp.</td>
<td>49.1</td>
<td>6,200</td>
<td>11,194,000</td>
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<tr>
<td>Newark</td>
<td>The Evening News Pub. Co.</td>
<td>43.5</td>
<td>19,861</td>
<td>14,192,769</td>
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<tr>
<td>Newark</td>
<td>IUUAAA Workers of America</td>
<td>43.1</td>
<td>18,750</td>
<td></td>
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<tr>
<td>New Brunswick</td>
<td>Home News Pub. Co.</td>
<td>49.9</td>
<td>3,420</td>
<td>2,125,936</td>
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<tr>
<td>Passaic</td>
<td>The Passaic Daily News</td>
<td>49.9</td>
<td>3,878</td>
<td>5,915,767</td>
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<tr>
<td>Paterson</td>
<td>North Jersey B/C Co.</td>
<td>45.9</td>
<td>4,928</td>
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<tr>
<td>Trenton</td>
<td>Mercer B/C Company</td>
<td>49.9</td>
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**NEW YORK**

<table>
<thead>
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<th>Population</th>
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<tbody>
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<td>Albany</td>
<td>WOKO, Incorporated</td>
<td>45.1</td>
<td>7,164</td>
<td>922,163</td>
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<tr>
<td>Binghamton</td>
<td>Wylie B. Jones Adv. Agency</td>
<td>43.7</td>
<td>6,500</td>
<td></td>
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<tr>
<td>Buffalo</td>
<td>WBEN, Incorporated</td>
<td>43.3</td>
<td>21,830</td>
<td>2,405,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WEBR, Incorporated</td>
<td>45.5</td>
<td>3,420</td>
<td></td>
</tr>
<tr>
<td>Brooklyn</td>
<td>Frequency B/C Corp.</td>
<td>43.7</td>
<td>8,500</td>
<td>11,900,000</td>
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**(Chicago)**

<table>
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<tbody>
<tr>
<td>New York</td>
<td>Oak Park Realty and Amusement Co.</td>
<td>47.9</td>
<td>10,800</td>
<td>5,030,510</td>
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<tr>
<td>New York</td>
<td>WBNX, B/C Co., Inc.</td>
<td>48.3</td>
<td>8,730</td>
<td>11,328,743</td>
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**(50 uv/m)**

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<tr>
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<td>WMCA, Incorporated</td>
<td>48.3</td>
<td>8,550</td>
<td>1,472,271</td>
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<tr>
<td>Ogdensburg</td>
<td>St. Lawrence B/C Corp.</td>
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<tr>
<td>Oswego</td>
<td>Palladium-Times, Inc.</td>
<td>48.9</td>
<td>2,392</td>
<td>183,271</td>
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<td>Poughkeepsie</td>
<td>Poughkeepsie Newspapers, Inc.</td>
<td>44.3</td>
<td>10,198.5</td>
<td>2,128,136</td>
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<td>Syracuse</td>
<td>Central New York B/C Corp.</td>
<td>46.3</td>
<td>6,800</td>
<td>562,000</td>
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<td>Syracuse</td>
<td>Onondaga Radio B/C Corp.</td>
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<td>555,366</td>
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<tr>
<td>Syracuse</td>
<td>WAGE, Inc.</td>
<td>45.7</td>
<td>7,780</td>
<td>623,213</td>
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<tr>
<td>Utica</td>
<td>WIBX, Incorporated</td>
<td>45.7</td>
<td>10,290</td>
<td>528,069</td>
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<td>Watertown</td>
<td>The Brockway Company</td>
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<td>4,145</td>
<td>138,591</td>
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<td>White Plains</td>
<td>Westchester B/C Corp.</td>
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**NORTH CAROLINA**

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<tbody>
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<td>Durham</td>
<td>Durham Radio Corporation</td>
<td>44.5</td>
<td>11,130</td>
<td>73,055</td>
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<td>Greensboro</td>
<td>Greensboro B/C, Inc.</td>
<td>43.9</td>
<td>13,200</td>
<td>452,000</td>
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<td>Greensboro</td>
<td>North Carolina B/C Co., Inc.</td>
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<td>5,820</td>
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<td>High Point</td>
<td>Radio Station WMFR</td>
<td>45.1</td>
<td>5,030</td>
<td>38,493</td>
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<td>Raleigh</td>
<td>WPTF Radio Company</td>
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<td>1,406,723</td>
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<td>Telecast, Inc.</td>
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<td>Rocky Mount</td>
<td>Josh L. Horne</td>
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(Rocky Mount only)
<table>
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<th>State and City</th>
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<tbody>
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<td>Salisbury</td>
<td>Piedmont B/C Corp.</td>
<td>49.3</td>
<td>6,950</td>
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<td>Winston-Salem</td>
<td>Piedmont Publishing Co.</td>
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**NORTH DAKOTA**

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<tr>
<td>Fargo</td>
<td>KVOX B/C Company</td>
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**OHIO**

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<tr>
<td>Akron</td>
<td>Summit Radio Corporation</td>
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<td>Akron</td>
<td>Nied and Stevens</td>
<td>49.1</td>
<td>262</td>
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<tr>
<td>Ashland</td>
<td>Beer &amp; Koehl</td>
<td>48.9</td>
<td>4,894</td>
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<tr>
<td>Ashubala</td>
<td>WICA, Incorporated</td>
<td>48.9</td>
<td>4,116</td>
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<td>Canton</td>
<td>The Ohio Broadcasting Co.</td>
<td>46.1</td>
<td>8,499</td>
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<tr>
<td>Cincinnati</td>
<td>Cincinnati B/C Co.</td>
<td>43.7</td>
<td>19,100</td>
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<td>Cincinnati</td>
<td>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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<tr>
<td>Cincinnati</td>
<td>Scripps Howard Radio, Inc.</td>
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<td>National B/C Co., Inc.</td>
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<td>United B/C Company, IUUAA Workers of America</td>
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<td>8,420</td>
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<tr>
<td>Cleveland</td>
<td>WGAR B/C Company</td>
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<tr>
<td>Columbus</td>
<td>Central Ohio B/C Co.</td>
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<td>The Crosley Corp.</td>
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<tr>
<td>Columbus</td>
<td>The Pixleys</td>
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<td>Columbus</td>
<td>United B/C Company</td>
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<td>Dayton</td>
<td>The Crosley Corp.</td>
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<td>The Advocate Printing Co.</td>
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<tr>
<td>Steubenville</td>
<td>Liberty B/C Company</td>
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<tr>
<td>(Pittsburgh)</td>
<td>The Valley B/C Company</td>
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<td></td>
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<tr>
<td>Toledo</td>
<td>The Toledo Blade Company</td>
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<td>Toledo</td>
<td>Fort Industry Co.</td>
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<td>Wooster</td>
<td>Wooster Republican Printing Co.</td>
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<td>Youngstown</td>
<td>WFBJ B/C Company</td>
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<tr>
<td>Youngstown</td>
<td>WKBN B/C Corp.</td>
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**OKLAHOMA**

<table>
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<th>Applicant</th>
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<th>Coverage (sq. mi.)</th>
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<td>Plaza Court B/C Co.</td>
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<td>Oklahoma City</td>
<td>Ned Shepler</td>
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<td>Oklahoma City</td>
<td>WKY Radiophone Company</td>
<td>44.5</td>
<td>21,000</td>
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<td>Tulsa</td>
<td>Fred Jones B/C Co.</td>
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<td>Tulsa</td>
<td>World Pub. Co. and Tulsa Tribune Co.</td>
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**OREGON**

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<thead>
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<tbody>
<tr>
<td>Medford</td>
<td>Mrs. W. J. Virgin</td>
<td>49.5</td>
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<td>Portland</td>
<td>Broadcasters Oregon, Ltd.</td>
<td>48.5</td>
<td>5,826</td>
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<td>Portland</td>
<td>Oregonian Publishing Co.</td>
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<tr>
<td>Portland</td>
<td>KOIN, Inc.</td>
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**PENNSYLVANIA**

<table>
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<td>Bethlehem</td>
<td>Associated B'casters, Inc.</td>
<td>48.5</td>
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<td>Harrisburg</td>
<td>Harrisburg B/C Co.</td>
<td>43.5</td>
<td>11,548</td>
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<td>Harrisburg</td>
<td>Keystone B/C Corp.</td>
<td>44.7</td>
<td>4,000</td>
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<td>Harrisburg</td>
<td>The Patriot Company</td>
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<td>Johnstown</td>
<td>WJAC, Inc.</td>
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<td>21,792</td>
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<td>Gibraltar Service Corp.</td>
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<td>The Philadelphia Inquirer</td>
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<td>15,500</td>
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<tr>
<td>Philadelphia</td>
<td>WDAS B/C Station, Inc.</td>
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<td>9,300</td>
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<tr>
<td>Pittsburgh</td>
<td>Pittsburgh Radio Supply House</td>
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<td>8,400</td>
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<td>WCAE, Incorporated</td>
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<td>Reading</td>
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<td>Fayette B/C Corp.</td>
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<td>Louis G. Baltimore</td>
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<td>WRAK, Incorporated</td>
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<td>Susquehanna B/C Co.</td>
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<td>York Broadcasting Co.</td>
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<td>1,550</td>
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<td><strong>RHODE ISLAND</strong></td>
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<td>Pawtucket Broadcasting Co.</td>
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<td>Cherry &amp; Webb B/C Co.</td>
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<td>6,207</td>
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<td>The Outlet Company</td>
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<td>Providence</td>
<td>Providence Journal Co.</td>
<td>46.6</td>
<td>6,767</td>
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<td>A. A. Schechter</td>
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<td><strong>SOUTH CAROLINA</strong></td>
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<tr>
<td>Charleston</td>
<td>Atlantic Coast B/C Company</td>
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<td>Columbia</td>
<td>Surety Life Ins. Co.</td>
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<td>16,230</td>
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<td>Greenville</td>
<td>Greenville News-Piedmont Co.</td>
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<td>Grenco, Incorporated</td>
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<td>Spartanburg Adv. Co.</td>
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<td>26,600</td>
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<td>WDOD B/C Corp.</td>
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<td>23,800</td>
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<td>Jackson</td>
<td>The Sun Publishing Co.</td>
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<td>13,400</td>
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<tr>
<td>Knoxville</td>
<td>American Broadcasting Corp.</td>
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<td>Memphis</td>
<td>Memphis Publishing Co.</td>
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<td>19,640</td>
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<tr>
<td>Nashville</td>
<td>Nashville Radio Corp.</td>
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<tr>
<td><strong>TEXAS</strong></td>
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<tr>
<td>Abilene</td>
<td>Reporter Broadcasting Co.</td>
<td>45.7</td>
<td>6,936</td>
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<td>Amarillo</td>
<td>Amarillo B/C Corp.</td>
<td>45.1</td>
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<tr>
<td>Austin</td>
<td>Frontier B/C, Inc.</td>
<td>47.1</td>
<td>12,900</td>
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<tr>
<td>Beaumont</td>
<td>KRIC, Incorporated</td>
<td>43.1</td>
<td>6,650</td>
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<tr>
<td>Dallas</td>
<td>A. H. Belo Corporation</td>
<td>43.7</td>
<td>22,700</td>
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<td>Dallas</td>
<td>KRLD Radio Corp.</td>
<td>45.7</td>
<td>20,000</td>
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<td>Galveston</td>
<td>KLUF B/C Co., Inc.</td>
<td>44.5</td>
<td>940</td>
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<td>Harlingen</td>
<td>Harbineto B/C Co., Inc.</td>
<td>46.5</td>
<td>2,400</td>
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<tr>
<td>Houston</td>
<td>Houston Printing Corp.</td>
<td>46.5</td>
<td>10,500</td>
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<tr>
<td>Houston</td>
<td>KTRH Broadcasting Company</td>
<td>47.7</td>
<td>14,900</td>
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<tr>
<td>San Angelo</td>
<td>KGKL, Incorporated</td>
<td>45.3</td>
<td>6,936</td>
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<tr>
<td>San Antonio</td>
<td>The Walmac Company</td>
<td>45.3</td>
<td>10,506</td>
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<tr>
<td>San Antonio</td>
<td>Southland Industries, Inc.</td>
<td>44.5</td>
<td>16,500</td>
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<tr>
<td>Texarkana</td>
<td>KCMC, Incorporated</td>
<td>48.1</td>
<td>7,088</td>
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<td>Waco</td>
<td>Frontier B/C, Inc.</td>
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<td>13,700</td>
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<tr>
<td>Wichita Falls</td>
<td>Rhea Howard</td>
<td>46.5</td>
<td>12,800</td>
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<tr>
<td><strong>UTAH</strong></td>
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<tr>
<td>Salt Lake City</td>
<td>Intermountain B/C Corp.</td>
<td>46.7</td>
<td>800</td>
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<td><strong>VIRGINIA</strong></td>
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<tr>
<td>Newport News</td>
<td>Hampton Roads B/C Company</td>
<td>44.7</td>
<td>5,950</td>
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<tr>
<td>Norfolk</td>
<td>WJAR Radio Corporation</td>
<td>46.5</td>
<td>5,702</td>
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<tr>
<td>Portsmouth</td>
<td>Portsmouth Radio Corp.</td>
<td>43.7</td>
<td>6,000</td>
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<td>Roanoke</td>
<td>Times-World Corporation</td>
<td>45.3</td>
<td>30,340</td>
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<tr>
<td>Richmond</td>
<td>Havens &amp; Martin, Inc.</td>
<td>46.1</td>
<td>12,130</td>
</tr>
<tr>
<td>Richmond</td>
<td>Richmond Radio Corporation</td>
<td>46.3</td>
<td>11,269</td>
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<tr>
<td><strong>WASHINGTON</strong></td>
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<tr>
<td>Seattle</td>
<td>Radio Sales Corporation</td>
<td>44.3</td>
<td>8,200</td>
</tr>
<tr>
<td>Spokane</td>
<td>Louie Wasmer, Inc.</td>
<td>45.7</td>
<td>12,609</td>
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<tr>
<td><strong>WEST VIRGINIA</strong></td>
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<tr>
<td>Charleston</td>
<td>Charleston Broadcasting Co.</td>
<td>43.5</td>
<td>11,525</td>
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<tr>
<td>Morgantown</td>
<td>West Virginia Radio Corp.</td>
<td>43.5</td>
<td>33,244</td>
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(approx.)
## PENDING FM APPLICATIONS

<table>
<thead>
<tr>
<th>State and City</th>
<th>Applicant</th>
<th>Frequency (megs.)</th>
<th>Coverage (sq. mi.)</th>
<th>Population</th>
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<tbody>
<tr>
<td>WISCONSIN</td>
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<tr>
<td>Green Bay</td>
<td>Green Bay Newspaper Co.</td>
<td>43.3</td>
<td>31,640</td>
<td>2,272,719</td>
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<tr>
<td>Madison</td>
<td>Badger Broadcasting Co.</td>
<td>43.5</td>
<td>17,791</td>
<td>2,107,277</td>
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<tr>
<td>Milwaukee</td>
<td>Hearst Radio, Inc. (NY)</td>
<td>43.9</td>
<td>17,828</td>
<td>1,930,745</td>
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<tr>
<td>Milwaukee</td>
<td>The Journal Company</td>
<td>48.9</td>
<td>1,279</td>
<td>843,685</td>
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<tr>
<td>Milwaukee</td>
<td>Wisconsin Radio, Inc.</td>
<td>46.1</td>
<td>7,750</td>
<td>1,450,749</td>
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<tr>
<td>Oshkosh</td>
<td>Oshkosh B/C Company</td>
<td>44.5</td>
<td>3,810</td>
<td>265,436</td>
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<tr>
<td>Racine</td>
<td>Racine Broadcasting Co.</td>
<td>49.1</td>
<td>2,540</td>
<td>446,611</td>
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<td>Sheboygan</td>
<td>Press Pub. Co.</td>
<td>48.5</td>
<td>2,360</td>
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<td>Wausau</td>
<td>Record Herald Company</td>
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### DEVELOPMENTAL STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Frequency</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Atlanta Journal Co., Atlanta, Georgia</td>
<td>to be assigned 700w (cp only)</td>
<td></td>
</tr>
<tr>
<td>Courier Journal &amp; Louisville Times</td>
<td>45,500</td>
<td>1kw</td>
</tr>
<tr>
<td>T-NE of Eastwood, Ky</td>
<td>to be assigned 250w (cp only)</td>
<td></td>
</tr>
<tr>
<td>Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.</td>
<td>49,100</td>
<td>1kw (cp only)</td>
</tr>
<tr>
<td>Everett L. Dillard tr/as Commercial Radio Equipment Co., Washington, D. C.—Portable</td>
<td>100w</td>
<td></td>
</tr>
<tr>
<td>Temple Ehmsen, Portland, Oregon</td>
<td>to be assigned 1kw (cp only)</td>
<td></td>
</tr>
<tr>
<td>The Journal Co., Milwaukee, Wisconsin</td>
<td>45,500</td>
<td>1kw (cp only)</td>
</tr>
<tr>
<td>KLZ Broadcasting Co., Denver, Colorado</td>
<td>43,500</td>
<td>25 watts</td>
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<tr>
<td>Maryland Broadcasting Co., Baltimore, Maryland</td>
<td>100 watts</td>
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<tr>
<td>Matheson Radio Co., Boston, Massachusetts</td>
<td>to be assigned 1kw (cp only)</td>
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<tr>
<td>Muzak Corporation, New York</td>
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<tr>
<td>National B/C Co., Inc., Portable</td>
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<tr>
<td>National B/C Co., Inc., Portable or Portable-Mobile</td>
<td>100 watts</td>
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<tr>
<td>Voice of Alabama, Birmingham, Alabama</td>
<td>Voice of Alabama, Birmingham, Alabama</td>
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### DEVELOPMENTAL APPLICATIONS PENDING

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<tr>
<td>Evansville On The Air, Inc., Glenwood, Indiana</td>
<td>43,300</td>
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<tr>
<td>Cowles Broadcasting Co., Des Moines, Iowa</td>
<td>49,100</td>
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<tr>
<td>Cowles Broadcasting Co., Washington, D. C.</td>
<td>49,100</td>
<td>1kw</td>
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<tr>
<td>Cowles Broadcasting Co., Minneapolis, Minnesota</td>
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<td>1kw</td>
</tr>
<tr>
<td>Cowles Broadcasting Co., Jersey City, New Jersey</td>
<td>49,100</td>
<td>1kw</td>
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<tr>
<td>Massachusetts B/C Corp., Boston, Massachusetts</td>
<td>49,100</td>
<td>1kw</td>
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<tr>
<td>WAPO Broadcasting Service, Chattanooga, Tennessee</td>
<td>43,700</td>
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### EXPERIMENTAL STATIONS

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<tr>
<td>Crosley Corporation, Cincinnati, Ohio</td>
<td>43,200</td>
<td>1kw</td>
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<tr>
<td>C. M. Jansky Jr. and Stuart L. Bailey, d/b as Jansky and Bailey, Georgetown, D. C.</td>
<td>43,200</td>
<td>1kw</td>
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</table>
ORGANIZATIONS

National Association of Broadcasters

- Radio Groups
- Personnel
- Addresses
- Unions
- Guilds

National Association of Educational Broadcasters
NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1760 N—Street, N. W., Washington 6, D. C.

HEADQUARTERS STAFF

J. Harold Ryan
President
C. E. Arney, Jr.
Secretary-Treasurer
Robert T. Bartley
Director of War Activities
John M. Davis
General Counsel for Labor Relations

Arthur C. Stringer
Director of Circulation and Promotion
Willard D. Egolf
Director of Public Relations
Howard Frazier
Director of Engineering

Paul F. Peter
Director of Research
Helen H. Schaefer
Ass. Dir. of Research
Lewis H. Avery
Director of Broadcast Advertising
Helen Cornelius
Asst. Dir. of Broadcast Advertising

BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul W. Morency</td>
<td>1</td>
</tr>
<tr>
<td>WTIC, Hartford, Conn.</td>
<td></td>
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<tr>
<td>Kolin Hager</td>
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<tr>
<td>WGY, Schenectady, N. Y.</td>
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<tr>
<td>Roy F. Thompson</td>
<td>3</td>
</tr>
<tr>
<td>WFBG, Altoona, Pa.</td>
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<tr>
<td>Campbell Arncux</td>
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<tr>
<td>WTVB, Norfolk, Va.</td>
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<tr>
<td>John C. Bell</td>
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<tr>
<td>WBRC, Birmingham, Ala.</td>
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<tr>
<td>Hoyt B. Wooten</td>
<td>6</td>
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<tr>
<td>WREC, Memphis, Tenn.</td>
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<tr>
<td>Nathan Lord</td>
<td>7</td>
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<tr>
<td>WAVE, Louisville, Ky.</td>
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<tr>
<td>John E. Fetzer</td>
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<tr>
<td>WKZO, Kalamazoo, Mich.</td>
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<tr>
<td>Leslie C. Johnson</td>
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<tr>
<td>WHBF, Rock Island, Ill.</td>
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<tr>
<td>John J. Gill, Jr.</td>
<td>10</td>
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<tr>
<td>WOW, Omaha, Neb.</td>
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</table>

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 La Crosse, Monroe, Juneau, Adams, Marquette Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.**
- **Iowa, Missouri, Nebraska.**

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### National Association of Broadcasters

<table>
<thead>
<tr>
<th>Director</th>
<th>District</th>
<th>States Comprising District</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. L. Hayek</td>
<td>11</td>
<td>Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chipewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic.</td>
</tr>
<tr>
<td>KATE, Albert Lea, Minn.</td>
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<tr>
<td>William B. Way</td>
<td>12</td>
<td>Kansas, Oklahoma.</td>
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<tr>
<td>KVOO, Tulsa, Okla.</td>
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<tr>
<td>Hugh A. L. Halff</td>
<td>13</td>
<td>Texas.</td>
</tr>
<tr>
<td>WOAI, San Antonio, Texas</td>
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<tr>
<td>KLZ, Denver, Colo.</td>
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</tr>
<tr>
<td>Arthur Westlund</td>
<td>15</td>
<td>California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii.</td>
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<tr>
<td>KRE, Berkeley, Calif.</td>
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<tr>
<td>Wm. B. Ryan</td>
<td>16</td>
<td>Arizona; California, including the counties excepted in District 15; New Mexico.</td>
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<tr>
<td>KFI, Los Angeles, Calif.</td>
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<tr>
<td>KXRO, Aberdeen, Wash.</td>
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</tr>
</tbody>
</table>

**DIRECTORS-AT-LARGE**

**Large Stations**

- Hugh Feltis
  - KFAB, Omaha, Neb.

- T. A. M. Craven
  - WOL, Washington, D. C.

**Medium Stations**

- Dietrich Dirks
  - KTRI, Sioux City, Iowa

**Small Stations**

- Frank Stanton
  - CBS, New York, N. Y.

**Networks**

- Frank M. Russell
  - NBC, Washington, D. C.
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District 6
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District 9
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District 10
Mark W. Bullock, KFAB, Lincoln, Nebr.

District 11
(To be appointed.)

District 12
(To be appointed.)

District 13
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District 14
Robert H. Owen, KOA, Denver, Colo.

District 15
George Greaves, KPO, San Francisco, California.

District 16
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District 17
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Chairman—Harry Le Poidevin, WRJN, Racine, Wis.
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District 4
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District 6
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District 7
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District 8

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District 10
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District 11
(To be appointed.)

District 12
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District 13
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District 14
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District 15
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District 16
Patrick Campbell, KHJ, Hollywood, Calif.

District 17
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H. K. Carpenter, WHK, Cleveland, Ohio.
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Rex G. Howell, KFXJ, Grand Junction, Colo.
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District 3
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District 5
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District 6
F. C. Sowell, Jr., WLAC, Nashville, Tenn.
District 7
E. Y. Flanigan, WSPD, Toledo, Ohio.

District 8
Owen F. Uridge, WJR, Detroit, Mich.

District 9
Edwin C. Allen, WIBA, Madison, Wis.

District 10
Hale Bondurant, WHO, Des Moines, Ia.

District 11
(To be appointed.)

District 12
(To be appointed.)

District 13
C. K. Beaver, WOAI, San Antonio, Texas.

District 14
W. C. Grove, KFBC, Cheyenne, Wyo.

District 15
Ray Baker, KPO, San Francisco, Calif.

District 16
Wm. J. Beaton, KWKW, Pasadena, Calif.

District 17
Chet Wheeler, KWIL, Albany, Ore.

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Sam H. Bennett, KMBC, Kansas City, Mo.
Walter Johnson, WTIC, Hartford, Conn.
John M. Outler, Jr., WSB, Atlanta, Ga.
Stanton P. Kettler, WMMN, Fairmont, W. Va.
Frank Webb, KDKA, Pittsburgh, Pa.
Ben Laird, WOSH, Oshkosh, Wisc.

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Marshall Pengra, KRNR, Roseburg, Ore.
Hugh M. Smith, WAML, Laurel, Miss.
William B. Smullin, KIEM, Eureka, Calif.
Gerald Wing, KROC, Rochester, Minn.
David Rosenblum, WISR, Butler, Pa.

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District 2
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District 3
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District 4
Irvin G. Abeloff, WRVA, Richmond, Va.

District 5
Robert L. Fidlar, WIOD, Miami, Fla.

District 6
Robert Atherton, WMC, Memphis, Tenn.

District 7
Edgar T. Wolfe, WBNS, Columbus, Ohio.

District 8
Eldon Campbell, WOWO, Fort Wayne, Ind.

District 9
Maurice P. Owens, WROK, Rockford, Ill.

District 10
Harold Fair, WHO, Des Moines, Iowa.

District 11
(To be appointed.)

District 12
Paul Buenning, KOMA, Oklahoma City, Okla.

District 13
Ed Lally, WBAP, Fort Worth, Texas.

District 14
Ralph W. Hardy, KSL, Salt Lake City, Utah.

District 15
Robert H. Wesson, KGO, San Francisco, Calif.

District 16
W. L. Gleeson, KPRO, Riverside, Calif.

District 17
Homer Welch, KEX, Portland, Ore.

Program Directors Executive Committee
Chairman—Harold Fair, WHO, Des Moines, Iowa.
Eugene Carr, WJR, Detroit, Mich.
Irvin G. Abeloff, WRVA, Richmond, Va.
Douglas Coulter, CBS, New York, N. Y.
Clarence L. Menser, NBC, New York.
Ray Shannon, WHAS, Louisville, Ky.
Robt. Evans, WSPD, Toledo, Ohio.
THE NAB CODE
ADOPTED BY THE 17th ANNUAL CONVENTION OF THE NAB

JULY 11, 1939

(Amended April 28, 1943)

RECOGNIZING the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates the following revised Code:

Children’s Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child’s imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children’s programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children’s programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to
pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it
should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Solicitation of Memberships

Solicitations of memberships in organizations, except where such memberships are incidental to the rendering of commercial services such as an insurance plan either in respect to casualty to life or property, or for membership in the American Red Cross or like organizations engaged in charitable work, are deemed to be unacceptable under the basic theory of the Code and therefore time should be neither given nor sold for this purpose.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements, comply with pertinent legal requirements, fair trade practices and acceptable standards of good taste.

Brief handling of commercial copy is recommended procedure.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

**Daytime**

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>Minutes and Seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute programs</td>
<td>2:00</td>
</tr>
<tr>
<td>*Five-minute news programs</td>
<td>1:45</td>
</tr>
<tr>
<td>Ten-minute programs</td>
<td>2:30</td>
</tr>
<tr>
<td>Fifteen-minute programs</td>
<td>3:15</td>
</tr>
<tr>
<td>Twenty-five-minute programs</td>
<td>4:15</td>
</tr>
<tr>
<td>Thirty-minute programs</td>
<td>4:30</td>
</tr>
<tr>
<td>Sixty-minute programs</td>
<td>9:00</td>
</tr>
</tbody>
</table>

**Night-time**

<table>
<thead>
<tr>
<th>Length of Program</th>
<th>Minutes and Seconds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five-minute programs</td>
<td>1:45</td>
</tr>
<tr>
<td>*Five-minute news programs</td>
<td>1:30</td>
</tr>
<tr>
<td>Ten-minute programs</td>
<td>2:00</td>
</tr>
<tr>
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<td>2:30</td>
</tr>
<tr>
<td>Twenty-five-minute programs</td>
<td>2:45</td>
</tr>
<tr>
<td>Thirty-minute programs</td>
<td>3:00</td>
</tr>
<tr>
<td>Sixty-minute programs</td>
<td>6:00</td>
</tr>
</tbody>
</table>

**Exceptions:**

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

* Further restriction by individual stations is recommended.
To clarify the phrase "Accepted Standards of Good Taste," and the canons of good practice set forth in the NAB Code, therefore be it RESOLVED:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.
Acoustical Society of America

120 S. LaSalle St., Chicago 3, Ill.

Randolph 8460

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FUNCTIONS

The purpose of the society is to increase and diffuse the knowledge of acoustics and promote its practical applications.

Actors' Equity Association

45 W. 47th St., New York 19, N. Y.

BBryant 9-3550

OFFICERS

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Auditor ......................................Frank Mesurac

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San Francisco: Theodore Hale, 26 O'Farrell Street, Chicago: Frank Dare, 720 Bittersweet Place, Chorus Equity: 701 7th Ave., New York, N. Y.

Advertising Federation of America

330 West 42nd St., New York, N. Y.

BBryant 9-0430

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(Vice Chairman, Correll & Newell)
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General Counsel ..................Charles E. Murphy

DIRECTORS


WAR ADVERTISING COMMITTEE


FUNCTIONS

To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.
To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

### Advertising Research Foundation

330 West 42nd St., New York, N. Y.
LONGACRE 3-5503

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D. B. Lucas

**FUNCTIONS AND ACTIVITIES**

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

### American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York, N. Y.
LEXINGTON 2-7990

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**FUNCTIONS**

The American Association of Advertising Agencies was formed in 1917 by the amalgamation of the New England, New York, Philadelphia, Southern and Western Advertising Agency Associations—to promote the interests and raise the standards of advertising and of the advertising agency business.

It welcomes to membership any advertising agency qualified to aid in this purpose by reason of its ability to serve the cause of advertising, its financial soundness and its demonstrated desire to adhere to sound and ethical business practices.

The aims of the Association are partly ethical and partly economic. It is a professional body and also a trade association. It aims to raise standards, to improve technique, to ascertain values, to safeguard relations, and to cooperate with other organized effort in related fields.

One of the major aims of the Association is to keep advertising agency practice on a high level, in order that it may be most useful to the advertiser, most helpful to the publisher and respected by business men.

Early in its career the Association adopted for the guidance of its members two official statements. One is entitled "Agency Service Standards," in which agency service is defined, so that advertisers and publishers may know what to expect and agencies may know what should be required of them, thus discouraging the incompetent and encouraging those equipped to render effective service.

The other statement, entitled "Standards of Practice," deals with agency relations with media, clients and the public, with fair and ethical agency competition, and other professional ethics.
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National Executive Secretary..............Emily Holt
Associate Secretary and Treasurer........George Heller
Counsel.................................Jaffe & Jaffe
Associate Counsel.........................Beilenson & Berger

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Los Angeles Local—6331 Hollywood Boulevard, Hollywood, Calif.; Claude McCue, Executive Secretary; Phone, Hollywood, 3121.
San Francisco Local—26 O’Farrell Street, San Francisco, California; Phone, Sutter 3196, San Francisco, California.
Cincinnati Local—Box 14, Cincinnati, Ohio.
Montreal Local—1125 St. Catherine St., West Montreal, Canada.
Detroit Local—82 West Montcalm St., Detroit, Michigan.
St. Louis Local—4317 Lindell Blvd., St. Louis, Mo.
Miami Local—Box 8, Miami, Fla.
Denver Local—4231 West 32nd St., Denver, Colo.
Racine Local—504 Hamilton St., Racine, Wisconsin.
Cleveland Local—319 Chester-12th Bldg., Cleveland, Ohio.
Washington Local—P. O. Box No. 269, Washington, D.C.
Pittsburgh Local—1124 Frisk Bldg.
Portland Local—P. O. Box No. 263, Portland, Ore.
Dallas Local—P. O. Box 2181, Dallas, Texas.

American Guild of Musical Artists, Inc. (A. F. L.)
2 West 45th St., New York, N. Y.
Murray Hill 2-8407

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Treasurer............................George Heller
Counsel.............................Alexander Jacobi

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BRANCH OFFICES
Hollywood: 6331 Hollywood Blvd.—Phone, Hillside 5121.

FUNCTIONS
AGMA is a union whose purpose is to bargain collectively on behalf of its members and to deal with employers, contractors, managers, impresarios, agents and others whose activities affect its members. AGMA is a branch of the AAAA and is a sister union of the American Federation of Radio Artists.

American Marketing Association
Address individual officers

OFFICERS
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Vice-President.........................Donald M. Hobart
Vice-President.........................Franklin R. Cawl
Treasurer.............................Arthur P. Hirose
Secretary.............................Ross M. Cunningham
Editor-in-Chief, Journal of Marketing......Reavis Cox

FUNCTIONS
American Marketing Association is an organization for the advancement of science in marketing.

American Newspaper Publishers Association
370 Lexington Ave., New York 17, N. Y.
Caledonia 3-2000

OFFICERS
President.........................Linwood L. Noyes
Vice-President.........................W. G. Chandler
Secretary............................Norman Chandler
Treasurer............................Edwin E. Friendly
General Manager.....................Cranson Williams

FUNCTIONS
To foster and protect the business and business interests of daily newspapers.

American Radio Relay League, Inc.
38 LaSalle Road, West Hartford, Conn.
Hartford 3-6269

OFFICERS
President.........................George W. Bailey
Vice-President.........................Charles E. Blaick
Managing Secretary.....................Kenneth B. Warner
Treasurer............................David H. Houghton
Acting Communication Manager........Carol K. Witte

FUNCTIONS
The American Radio Relay League is a non-commercial association of radio amateurs, bonded for the promotion of interest in amateur radio communication and experimentation, for the relaying of messages by radio, for the advancement of the radio art and of
the public welfare, for the representation of the amateur in legislative matters, and for the maintenance of fraternalism and a high standard of conduct. The League publishes QST, a publication devoted solely to amateur radio, issued monthly. It also publishes The Radio Amateur's Handbook annually and other publications.

American Society of Composers, Authors and Publishers

32 Rockefeller Plaza, New York 20, N. Y.
Columbus 5-7464

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Vice-President................................... Gustave Schirmer
Vice-President................................... Oscar Hammerstein II
Secretary.......................................... George W. Meyer
Treasurer........................................... Max Dreyfus
Assistant Secretary........................... J. J. Brozman
Assistant Treasurer...................... Irving Caesar
General Manager.............................. John G. Paine

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Assistant General Manager.................... Herman Greenberg
Director of Public & Customer Relations...... Robert L. Murray
General Counsel.................................... Schwartz & Frohlich
Resident Counsel................................. Herman Finkelnstein

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Supervisor...................................... Richard J. Powers
Mid-Western District
7 South Dearborn St., Chicago, Ill.
Supervisor...................................... John C. Wooden
Southern District
607-11 First National Bldg., Atlanta, Ga.
Supervisor........................................ I. T. Cohen
Eastern District
30 Rockefeller Plaza, New York, N. Y.
Supervisor......................................... F. C. Erdman

DISTRICT MANAGERS
Western
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Harry G. Ferguson, 1101-2 Security Bldg., Denver, Colo.
H. A. Levinson, Room 422, 111 Sutter Bldg., San Francisco, Calif.
Mid-Western
ASCAP, 730 Des Moines Bldg., Des Moines, Ia.
Martin Melitzer, 1900 Continental Bldg., 3615 Olive St., St. Louis, Mo.
E. A. Sherwood, 1100 Midland Bldg., 101 Prospect Ave., N. W., Cleveland, Ohio.
E. W. Peterson, 912 Northwestern Bank Bldg., Minneapolis, Minn.
Southern
H. L. Frankel, 603 Hibernia Bank Bldg., New Orleans, La.
Samuel Feldman, 3910-11 Carew Tower, Cincinnati, Ohio.
Chas. McDowell, 1613-14 Tower Petroleum Bldg., 1903 Elm St., Dallas, Texas.
Eastern
Samuel Berkett, 44 School St., Boston, Mass.
Arthur L. Rothkranz, 1616 Baltimore Trust Bldg., Baltimore, Md.

Lawrence B. Schuls, 1431 Lincoln Alliance Bldg., Rochester, N. Y.
 Aaron Kane, National Newark Bldg., 744 Broad St., Newark, N. J.
Clarence Rubin, 30 Rockefeller Pl., New York, N. Y.

FUNCTIONS
ASCAP licenses public performance for profit of music copyrighted by its members and the members of many similar societies located in foreign countries.

American Television Society

Headquarters: 2 W. 45th St., New York, N. Y.
Vanderbilt 6-0600
Meeting Place: Museum of Modern Art
New York, N. Y.

EXECUTIVE COMMITTEE
Dan Halpin, Norman D. Waters, George T. Shupert.

OFFICERS
President........................................ Dan Halpin
Vice-President................................ Raymond E. Nelson
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 discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

Associated Actors and Artistes of America

47 West 47th St., New York, N. Y.
Phone: BRYant 9-3550

OFFICERS
President................................. Paul Dulizzi
1st Vice-President.......................... E. Greenfield
2nd Vice-President.................... Emily Holt
Treasurer........................................ Ruth Richmond
Counsel......................................... Paul N. Turner

FUNCTIONS
Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, American Guild of Variety Artists, American Guild of Musical Artists, etc., are granted charters via Four A's. We are also Hebrew actors' union, Hungarian actors and Italian actors' union.

Assn. of Canadian Advertisers, Inc.

85 Richmond St., West, Toronto 1, Ont.
ADElaide 9774

OFFICERS
President.............................. Harold E. Stephenson
Vice-President.................................. H. J. G. Jackson
(ACTING ADVERTISING MANAGER, Chrysler Corporation of Canada Limited, Windsor, Ontario)
Vice-President.......................... J. B. F. Phener
(President, Canadian Cellulocott Products Co., Limited, Toronto, Ontario)

974
ORGANIZATIONS

N. B. Powter
(Sales Promotion Manager, Howard Smith Paper Mills Limited, Montreal, Que.)

Advertising Manager, Canada Starch Co., Limited, Montreal, Que.

Vice-President: George S. Bertram
(Swift Canadian Co., Ltd., Toronto, Ont.)

Treasurer: J. P. Lyons
(Advertising Manager, Manufacturers Life Insurance Company, Toronto, Ont.)

Managing Director: Athol McQuarrie
(Association of Canadian Advertisers Inc., Toronto, Ontario)

DIRECTORS


FUNCTIONS

This association was incorporated in March 1917. For 29 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising. The Bureau of Broadcast Measurement
Office of the Executive Secy.
Room 303 Federal Bldg.
85 Richmond St., W.
Toronto, Ont.

OFFICERS

President: L. E. Phener
(Canadian Cellucotton Products Co., Ltd., Toronto, Ont.)

Vice-President: Adrian Head
(J. Walter Thompson Co. Ltd., Toronto, Ont.)

Sec’y-Treasurer: Athol McQuarrie
(Toronto, Ont.)

Research Counsel: Walter E. Elliott
(Elliott-Haynes Ltd., Toronto, Ont.)

DIRECTORS


Association for Education by Radio

226 N. La Salle St., Chicago 1, Ill.

NATIONAL OFFICERS

I. Keith Tyler, president, director of radio education, Ohio State University.


Robert B. Hudson, second vice-president, director, Rocky Mountain Radio Council.

George Jennings, treasurer, acting director, Chicago Radio Council.

Elizabeth Goudy, secretary, Visual Aids for War Training, U. S. Office of Education.

REGIONAL PRESIDENTS

Robert B. Masdougall, Region I, New Jersey State Teachers College, Trenton.

Sam H. Linch, Region II, supervisor of radio education, Atlanta public schools.

H. B. McCarty, Region III, Station WHA, University of Wisconsin.

F. L. Whan, Region IV, University of Wichita.

John W. Gundell, Region V, director of radio-visual education, Texas State Dept. of Education.

Donald L. Cherry, Region VI, Sequoia Union high school, Redwood City, Calif.

Kenneth Caple, Region VII, director of school broadcasting, British Columbia, Canada.


Membershiup Committee: Sally Bechill, chairman, 5601 N. Campbell Ave., Portland, Ore.

FUNCTIONS

Promotion of education by radio and the publication of a journal (Journal of the AER) monthly except May, July, and August.

AER JOURNAL STAFF

EDITORIAL STAFF


Tracy F. Tyler, editor, University of Minnesota. James G. Hanlon, supervising editor, WGN, Chicago.

George Jennings, business manager, acting director, Chicago Radio Council.

Max Herzberg, Jennings Pierce, John W. Brandstetter, Kathleen N. Lardie, Alice W. Manchester, Clarence C. Moore, DeBernardis, contributing editors.

Assn. of National Advertisers, Inc.

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

MU 5-9167

OFFICERS

Chairman of Board: C. C. Carr
(Aluminum Co. of America)

Vice-Chairman: Paul S. Ellison
(Sylvania Electric Products, Inc.)

Vice-Chairman: J. P. Miller
(Pet Milk Sales Corp.)

President: Paul B. West
Treasurer: Albert Brown
(Supreme-McGraw-Hill Co.)

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

9 E. 46th St., New York 17, N. Y.

Plaza 5-6577

President: John W. Vandercook
Vice-President: George Fielding Eliot
Vice-President: Raymond Grant Swing
Treasurer: Quincy Howe
Secretary: César Searcher
Chairman Executive Committee: H. V. Kaltenborn
FUNCTIONS
Membership consists of experienced news analysts devoting a major part of their time to radio work and not voicing their own commercials. The Association's function is to improve quality and standards of radio news analysts.

Australian Broadcasting Commission
264 Pitt St., Sydney, N. S. W., Australia
Phone M695
Chairman: William J. Cleary
General Manager: Charles Moses

FUNCTIONS
The Australian Broadcasting Commission provides the programs of the Australian National Broadcasting service which emanate from the National stations in each state. The transmitters are linked in a National network which covers all capital cities and country regions in each state. Other transmitters provide state programmes but are linked for special periods each day in a National Alternative network. The Commission publishes a journal, "The A. B. C. Weekly."

Authors' League
6 E. 39th St., New York, N. Y.
Murray Hill 5-6930

OFFICERS
President — Russell 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 — J. Harold Ryan
Vice-President — Sydney Kaye
Vice-President — Harry Sedwick
Vice-President — Joseph Sedwick
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.

Board of War Communications
Chairman's Office: c/o Federal Communications Commission, Washington, D. C.

BOARD MEMBERS
Paul Porter, Chairman, Federal Communications Commission; Adm. Joseph R. Redman, Director of Naval Communications; Maj. Gen. Harry C. Ingle, Director of Naval Communications; Adolfo A. Berle, Jr., Assistant Secretary of State in Charge of the Office of Transmissions and Communications; Herbert R. Gorton, Assistant Secretary of Treasury in Charge of Treasury Enforcement Activities; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard, Assistant Secretary.

COMMITTEES
Alternates: E. K. Jett, Federal Communications Commission; Brig. Gen. Frank E. Stoner, Chief, Army Communications Branch; Capt. John V. Murphy, Deputy Director of Naval Communications; Francis C. de Wolf, Chief, Telecommunications Division of Department of State; Capt. E. M. Webster, Chief of Communications of the U. S. Coast Guard.

Coordinating: Comm. E. K. Jett, Federal Communications Commission, Chairman; Harvey B. Otterman, Department of State; Col. Wesley T. Guest, War Department; Capt. Franz O. Willenbacher, Navy Department; Capt. E. M. Webster, U. S. Coast Guard.

Law: Charles R. Donny, Jr., General Counsel of Federal Communications Commission, Chairman; Col. Conrad E. Snow, War Department; Lt. Comdr. Ernest R. Feldler, Treasury Department; Capt. Franz O. Willenbacher, Navy Department; Raymond T. Yingling, Department of State.

Labor Advisory: Robert J. Watt, Chairman.

Industry Advisory: Walter S. Gifford, Chairman; Dr. C. B. Jolliffe, Secretary.

International Broadcasting Coordinating: I—Amateur Radio: George W. Bailey, Chairman; II—Aviation Communications: R. C. Smith, Chairman; III—Cable: C. Mills, Chairman; Benedict P. Cottone, Secretary; IV—Domestic Broadcasting: A. D. Ring, Secretary; V—Interdepartment Radio Advisory: Comdr. Paul D. Miles, Chairman; Capt. E. M. Webster, Vice Chairman; M. H. Woodward, Secretary; L. R. Brady, Asst. Secretary; VI—International Broadcasting: Walter C. Evans, Chairman; VII—Radio communications: Capt. E. M. Webster, Chairman; F. M. Ryan, Secretary, VIII—State and Municipal Facilities: Capt. Donald S. Leonard, Chairman; G. E. Nielson, Secretary; IX—Telegraph: E. R. Shute, Chairman; William G. Web, Secretary; X—Telephone: Z. Z. Hugus, Chairman; Clyde S. Bailey, Secretary; XI—United States Government Facilities: Lt. Col. A. G. Simson, Chairman; XII—Communications Liaison for the United States Department of Commerce: William N. Krebs, Chairman; Herbert A. Friede, Secretary; XIII—Priorities Liaison: Comdr. R. H. Griffin, Chairman.

The British Broadcasting Corporation
630 Fifth Ave., New York 20, N. Y.
Circle 7-0656

OFFICERS
North American Dir. — John Salt
Asst. North American Dir. — W. R. Reid
Special Asst. to N. A. D. — Donovan Rowse
Head of Research Dept. — Henry David
Sr. Asst. Research Dept. — A. S. K. Lewis
Public Relations Mgr. — Christopher Cross
Chief Engineer — A. S. Toby
Program Operations Mgr. — Stephen Fry
Head of News Service — Clive Fuller
Production Manager — Roy Lockwood
Talks Producer — Miss Evelyn Gibbs

BRANCH OFFICES
1060 Bush St., San Francisco 9, Cal.
Phone: Oranway 4049
Pacific West Representative — Gerald Cock
430 N. Michigan Ave., Chicago 11, Ill.
Phone: 6881
Canadian Performing Right Soc., Ltd.
1003 Royal Bank Bldg., Toronto, Canada
Phone: Elgin 9219

OFFICERS
President-Managing Director...H. T. Jamieson, F.C.A.
BOARD OF DIRECTORS

Catholic Actors Guild of America, Inc.
Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS
President..........................Gene Buck
1st Vice-President..................Pat O'Brien
2nd Vice-President..................Jay Jostyn
Honorary Vice-Presidents:
Bing Crosby, Dan Healy, Donald Brian
Recording Secretary..................Frank McNellis
Historian..........................Kathryn Givney
Executive Secretary.................George Buck
Chairman of Executive Board........Donat Gautier
Chairman of Advisory Board........Hon. Edward P. Maloney

FUNCTIONS
Benevolent and social organization, founded to promote the best interests of the stage and its people.

Catholic Writers Guild of America
128 W. 71st St., New York, N. Y.
ENDicott 2-0412

OFFICERS
Spiritual Director..................Rev. John B. Kelly
President..........................Edwin P. Kilroe
Vice-President......................Richard Reid
Treasurer..........................Clarence E. Heller
Executive Secretary..............Eleanor M. Tucker
Corresponding Secretary..........Bernadette A. Forrest
BOARD OF GOVERNORS

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, w'll 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, III

OFFICERS
President..........................Harlow P. Roberts
Vice-President......................Harry K. Gilman
Secretary..........................Hildred Sanders
Treasurer..........................Arthur Haare

FUNCTIONS AND ACTIVITIES
The Chicago Radio Management Club is an organization consisting of members in executive capacities in advertising agencies and radio stations in Chicago,
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.

MRay Hill 5-7367

OFFICERS

Chairman.......................... John Benson
Executive Director.................. Kenneth Damon

FUNCTIONS

This committee engages in research in the economics of advertising and the economics of consumption; provides a meeting place where consumers and advertisers can discuss mutual problems; provides consultation service for advertising agencies and others interested in management problems arising from consumer movements.

The Dramatists' Guild

6 E. 39th St., New York, N. Y.

MRay Hill 3-6930

OFFICERS

President............................ Richard Rodgers
Vice-President...................... Phillip Barry
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.

Munsey Bldg., Washington 4, D. C.

OFFICERS

President............................ Ben S. Fisher
First Vice-President................ Eliot C. Lovett
Second Vice-President.............. Carl I. Wheat
Secretary............................ W. Theodore Pierson

COUNCIL

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a monthly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

Federal Council of the Churches of Christ in America, Department of National Religious Radio

297 Fourth Ave., New York, N. Y.

GRamercy 5-3475

OFFICERS

Executive Secretary.................. Frank C. Goodman
Assistant Executive 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 eight non-sectarian religious radio programs each week, as well as special programs, over national networks.

Federal Radio Education Committee (FREC)

Tempo 2, 19th and D Sts., N.W., Washington, D. C.

Executive 6500, Extension 2564

OFFICERS

Chairman............................. J. W. Studebaker
Vice-Chairman........................ C. F. Klinefelter
Secretary-Editor..................... Gertrude G. Broderick
Radio Educational Consultant........ R. Lowdermilk

EXECUTIVE COMMITTEE


FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcasters, on one hand, and the educators, on the other, would combine forces which would: (1) eliminate controversies and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Publications to date include Script Exchange Catalog, Forums on the Air, College Radio Workshop, The School Radio Sound System, Glossary of Radio Terms, "Americans Alive," a supplementary teaching aid in the use of recordings of program series of the same name, the FREC Service Bulletin, and many others.

Federal Trade Commission

Pennsylvania Ave. at 6th St., N.W., Washington, D.C.

Executive 6800

PERSONNEL

Chairman............................ Robert E. Freer
Commissioner......................... Garland S. Ferguson
Commissioner......................... Charles H. March
Commissioner......................... Ewin L. Davis
Commissioner......................... William A. Ayres
Secretary............................ Otis B. Johnson
Chief Counsel......................... Wm. T. Kelley
Chief Examiner....................... James A. Horton
Chief Economist...................... Col. William H. England
Dir. Trade Practice Conferences...... Henry Miller
Director, Radio & Periodical Division.. P. B. Morehouse
Assistant Director, Radio & Periodical Division... William F. Davidson

FUNCTIONS

The Federal Trade Commission is a Governmental agency whose object is to prevent unfair methods of competition and unfair and deceptive acts and practices in commerce. For a description of the actual procedure and work of this body see articles appearing in other sections of this volume.

First Advertising Agency Group

734 Union Commerce Bldg., Cleveland, Ohio

Main 2194

OFFICERS

President............................ Lee E. Donnelley
Vice-President........................ Norman Lewis
Secretary-Treasurer.................... Melvin F. Hall
FUNCTIONS
This committee was formed as a means of coordinating the requests for "free talent" and as a means of offering protection to the actors, the studios and the radio networks in Hollywood, so far as authentication of requests is concerned, and so far as accurate check as to the officialdom of the sources of requests for "free talent." This body is charged with the approval or rejection of all requests for "free talent" in Hollywood. All requests for "free talent" whether to studios, organizations of individual stars, are to be referred to this committee for action.
A sub-committee, the Hollywood Talent Committee, is charged, after the main committee has approved a request officially, with the coordination of the various industry elements involved in fulfilling the request.

The Institute for Education by Radio

Established 1930
Ohio State University, Columbus, Ohio
University 3148, Extension 708

OFFICERS
Honorary Director .................. W. W. Charters
Director .................. I. Keith Tyler
Executive Secretary ............ Ardis Hillman Wheeler

PROGRAM COMMITTEE
William Wallace Beavers, Program Director, WCOL;
R. C. Higgy, Director, WOSU; T. C. Holy, Director, Bureau of Educational Research, Ohio State University;
Irwin A. Johnson, Director, Development Programs, WBNS; John Moses, Production Manager, WHKC; H. W. Nisonger, Chairman, University Radio Education Committee; I. Keith Tyler, Director of the Institute.

FUNCTIONS
This annual national conference was established in 1920 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.
MEDallion 3-5661

OFFICERS
President .................. W. L. Everitt
Vice-President ............... H. J. Vander Bill
Treasurer .................. R. A. Heising
Secretary .................. Haraden Pratt

FUNCTIONS
The Institute of Radio Engineers is a professional organization of engineers in radio and allied fields. It publishes a magazine entitled "Proceedings of the I. R. E." and conducts meetings in New York and various other cities in the United States, Canada, and Argentina.
Intercollegiate Broadcasting System, Inc.
507 Fifth Ave., New York, N. Y.
Vanderbilt 6-6075

OFFICERS
President .......................... George Abraham
Program Manager ............... Harriette Slote
Business Manager ............... Louis M. Bloch

BRANCH OFFICE
706 Sanders Ave., Schenectady 2, N. Y.
Technical Manager ............... David W. Borst

FUNCTIONS
Intercollegiate Broadcasting system is a non-profit association of college campus radio stations and has as its purpose the furtherance of education, entertainment and goodwill among its members. The IBS maintains for the benefit of its members program, business and technical departments. Member stations include the following: University of Alabama, Antioch College, Brown University, Barnard College, College of St. Joseph's, Loretto Heights College, Leopoldville, Belgium Congo, Columbia University, University of Connecticut, Cornell University, Georgetown University, Hamilton College, Harvard University, Haverford College, Knox College, University of Maryland, Navy University, Ohio State University, Pembroke College, Princeton University, Rhode Island State College, St. Edwards University, Swarthmore College, Union College, Wellesley College, Wesleyan University, Williams College, and Yale University.

Interdepartment Radio Advisory Committee (IRAC)
Chairman's Office: Federal Communications Commission, Washington, D. C.

OFFICERS
Chairman ............................ Comdr. P. D. Miles
Vice-Chairman ..................... Capt. E. M. Webster
Secretary ........................... M. H. Woodward
Assistant Secretary .............. L. R. Brady

MEMBERS
Department of Agriculture ........ E. W. Loveridge
Department of Commerce .......... Dr. J. H. Dollinger
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 Labor ...... Com. Paul D. Miles
Post Office Department ............ Roy M. Martin
Department of State .......... H. B. Otterman
Department of Treasury ........ Capt. E. M. Webster
Department of War ........ Lt. Col. A. C. Simson

ALTERNATE MEMBERS
Department of Agriculture ........ E. C. Wagner
Department of Commerce .......... L. H. Simson
Federal Communications Commission .... M. H. Woodward
Department of Interior .......... Howard F. Carl
Department of Justice .......... H. J. Walls
Navy Department .............. Lt. W. R. Foley
Department of State .......... Helen G. Kelly
Department of Treasury ........ Lt. Comdr. A. L. Budlong
Department of War ........ Lt. Col. William E. Plummer

FUNCTIONS
This committee, composed of representative officials from the various government departments and agencies is charged with advising the President in regard to the assignment of frequencies to government station or classes of station. Little of the committee's work is divulged for public information because of its nature (e.g. National Defense), which is confidential.

International Brotherhood of Electrical Workers
1200 Fifteenth St., N.W., Washington 5, D. C.
District 3764

OFFICERS
International President ............ Ed J. Brown
International Secretary ............ G. M. Bugniziet
International Rep. for Radio Broadcasting .... W. L. Reed

FUNCTIONS
The International Brotherhood of Electrical Workers is an affiliate of the American Federation of Labor having jurisdiction over technicians, and engineers in radio broadcasting. IBEW unions of radio broadcast technicians and engineers have been established throughout the United States, and approximately 460 standard commercial broadcast stations have collective bargaining agreements with IBEW.

The Lambs
130 W. 44th St., New York 18, N. Y.
Bryant 9-8020

OFFICERS
Shepherd ............................ John Golden
Boy ................................... Raymond Opek
Corresponding Secretary ............ Bob Clark
Recording Secretary ............... James E. Whiting
Treasurer ............................. John S. (Ole) Olson

DIRECTORS


Market Research Council
New York 17, N. Y.
c/o BSSD, 33 Madison Ave.
Eldorado 5-3900 (ask for R. N. King)

OFFICERS
President ................................ Ray Robinson
Vice-President ......................... Edw. Battery, Jr.
Secretary-Treasurer ................. Robert N. King

EXECUTIVE COMMITTEE

FUNCTIONS
This organization is a small informal group (limited membership) of leading market research men interested in general market research who meet monthly for a discussion of mutual problems.

Music Publishers' Protective Association, Inc.
45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

OFFICERS
Chairman of the Board .............. Walter G. Douglas
President ....................... Lester Sibly
Vice-President ..................... Jack Mills
Secretary ............................ J. J. Bregman
Treasurer ............................ Richard F. Murray
Agent and Trustee ............... Harry Fox

National Association of Broadcasters
1760 "N" Street, N.W., Washington 6, D. C.
National 2090

OFFICERS
President ............................ J. Harold Ryan
Secretary-Treasurer ................ C. E. Arney, Jr.

ADMINISTRATIVE STAFF
Director of War Activities ............ Robert T. Bartley
Director of Broadcast Advertising .... Lewis H. Avery
Director of Public Relations .......... William D. Egolf
Director of Engineering ............. Howard S. Frazier
Director of Research ............... Paul F. Peter
Director of Circulation and Promotion .... Arthur C. Stringer
National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.

MURRAY HILL 6-3535

OFFICERS

President ................................................. R. P. Clayberger

Vice-President ........................................... Phillips Wyman

Secretary .................................................. Warren C. Agy

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: 501 Madison Ave., New York, N. Y.

Washington Office: Edmonds Blvdg., 917 Fifteenth St., N. W., Washington, D. C.

Phone, Republic 3607

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

President .................................................. James R. Kearney, Jr.

James R. Kearney Corp., 4236 Clayton Ave., St. Louis 10, Mo.

Vice-President .......................................... Arnold Andrews


Vice-President .......................................... E. V. Creagh

American Chain & Cable Co., Bridgeport 2, Conn.

Vice-President .......................................... A. P. Darcel

Cone Limited, 1170 Beaver Hall Square, Montreal, Que., Canada

Vice-President .......................................... C. N. Kirchner

Independent Pneumatic Tool Co., 600 W. Jackson Blvd., Chicago 6, Ill.

Vice-President .......................................... J. M. McKibbin


Vice-President .......................................... Louis J. Ott

Ohio Brass Co., 360 N. Main St., Mansfield, Ohio

Vice-President .......................................... W. H. SAWIN

Yuba Mfg. Co., 351 California St., San Francisco 4, Cal.

Vice-President .......................................... Gordon Tuthill

Crucible Steel Co. of America, 405 Lexington Ave., New York 17, N. Y.

Secretary-Treasurer ....................................... Walter M. Yogesr

Bodine Electric Co., 2254 W. Ohio St., Chicago 12, Ill.

Past President ............................................ Frederic I. Lackens

Hays Corporation, Michigan City, Ind.
DIRECTORS
Chicago, Ind.; Fred G. Jones, The Creamery Package
Mfg. Co., 1243 W. Washington St.; Cincinnati, Walter H. Spindler, Armco Drainage Products Association,
Middletown, O.; W. D. Shannon, Allis Chalmers Mfg.
Co., Norwood, Ohio; Cleveland, Ernest C. Roberts,
Clark Controller Co., 1146 E. 152nd St.; Welmer H. Cordes, American Steel & Wire Co., Rockefeller Bldg.;
Columbus, W. T. Burgess, Denison Engineering Bldg.,
John A. Marshall, Wolverine Tube Co., 1411 Central
Ave.; Houston, Harry O. Heller, Reed Roller Bit Co.;
W. H. Tipton, Jr., Franke, Wilkinson-Schweitz, Inc.,
Cotton Exchange Bldg.; Indianapolis, Howard C. Cold-
Roosevelt Ave., York Loomis & Merchants Bank Bldg.;
Harold A. Quinan, Spencer W. Curtiss, Inc., 901 Circle
Towers; Los Angeles, Richard F. O'Mara, Western Precipitation Corp., 1016 W. Ninth St.; M. J. Gowans,
Darwin H. Clark, 541 S. Spring St.; Milwaukee,
Francis M. Higgins, Four Wheel Drive Auto Co., 12th
St.; Clintonville, Wis., E. J. Goes, The Kochring Co.,
3026 W. Sherman Ave.; M. E. Roberts, J. H. Wilk,
Alfred Colle Co., 510 New Life Bldg.; M. W. apoli,
S. A. Osborn, Economics Laboratory, Inc., 914
Guardian Bldg., St. Paul; Montreal, Gordon L. Hane,
Canadian Tube Products Co., 1146 W. Liberty St.;
R. A. McCrill, Cookfield, Brown & Co., Ltd.,
Canada Cement Bldg.; New Jersey, C. E. Gschel,
Walter Kidde & Co., Inc. 140 Cedar St.; New York,
N. Y., Edward & Pechin, E. I. du Sant de Nemours &
Co., Inc., Arlington, N. J.; New York, Alfred M. Street,
Jenkins Bros., 80 White St.; Bernard Dolan, Peter A.
Frasso & Co., 17 Grand St.; Philadelphia, A. O. Witt,
Schrampus, Inc., West Chester, Pa.; James S. Mc-
cullough, Yale & Towne Mfg. Co., 4530 Tacony St.,
Pittsburgh, W. A. Burgess, Gulf Oil Corp., Gulf Bldg.;
Charles W. Kalbuis, The Elliott Co., Jeannette, Pa.;
Rochester, A. C. Moore, General Railway Signal Co.,
801 West Ave.; Herbert R. Hanson, The Pfaulder Co.,
89 East Ave.; Rockford, W. C. Galloway, Barber-
Colman Co., 215 S. Loomis St Merchants Bank Bldg.;
Greenlee Bros. & Co., 2135 Twelfth Street; St. Louis,
T. W. Brescel, White-Rodgers Electric Co., 1209 Cass
Ave.; Oakleigh R. French, N. French & Associates,
4235 Lindell Blvd.; San Francisco, J. P. Schuler,
Washinghous Elec. & Mfg. Co.; Montgomery St.; W. H.
Wilde, The McCarty Co., 116 New Montgomery St.,
Toldeo, H. M. Wertz, Toledo Steel Products Co.,
724 Monroe St.; Montclair, O. K. Beauchamp, Owens Illno's Glass
Co., Ohio Bldg.; Toronto, T. H. Dowsett, Trane Company
of Canada, Ltd., 4 Mowat Ave., H. A. Sturhing,
Gypsum, Lime and Alabasite, Canada, Ltd., 30 Mit-
land St.; Western New England, Fred Emerson, Spartan
Saw Works, Inc., 152 Fisk Ave., Springfield, Mass.,
T. V. Husk, Farrel-Birmingham Co., Inc., 25 Main St.,
Ansonia, Conn.; York, Frank W. Pensinger, Yorker Corp.,
Roosevelt Ave., York; A. M. Wearstler, Wearstler Advertising, Inc., 20 W. Front St.; At-Large, Howard Kenyon,
LaPlant Chosite Mfg. Co., Inc., Cedar Rapids,
Iowa, Dar Johnson, Hyster Company, 2902 N. E.
Clackamas St., Portland, Ore.

FUNCTIONS
This organization is a trade association devoting its efforts exclusively to the advancement of industrial
advertising and marketing technique and practice.

National Variety Artists, Inc.
223-5 W. 46th St., New York, N. Y.

DIRECTORS
Charles Preston, Leon E. Bender, Vic Christie, Bert Spencer, Joe Woods. Wilbur Held, Jim Mooney, John K. Hawley, Joe Verdi, Harry Jackson.

BOARD OF TRUSTEES

FUNCTIONS
The function of the National Variety Artists, Inc. is to promote Americanism and fraternal and welfare
tivities among the members of the theatrical profession. Open house for Boys in Service.

Nebraska Broadcasters Association
Secretary's Office: c/o WJAG, Norfolk, Nebr.
Phone: 432

DIRECTORS
KBNB, Omaha; KBAL, Lincoln; WCKOM, Grand Island; John J. Gilling, Jr., WOW, Omaha.

MEMBER STATIONS
KBNB, Omaha; KBAL, Lincoln; KFOR, Lincoln; KGF, Kearney; KOKY, Scottsbluff; KDDY, North Platte; KMAS, Hastings; KMMJ, Grand Island; KORN, Fremont; KOWH, Omaha; KOIL, Omaha; WJAG, Norfolk; WOW, Omaha.

Northern California Broadcasters Association
President: C. L. McCarthy, Secretary
KQW San Francisco Studios
140 Jessie St., San Francisco, Calif.

DIRECTORS
Arthur Westlund
(FKB, Berkeley)
C. L. McCarthy (KQW, 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
President: Robert T. Mas
Vice-President: Arch Shaud (WTOL, Toledo)
Secretary-Treasurer: Carl M. Everson (WHKC, Columbus)

FUNCTIONS
Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare
of radio.

Pacific Advertising Association
Charles W. Coller, Managing Director
337 Monadnock Building
San Francisco, Calif.
GARFIELD 8686
OFFICERS AND DIRECTORS
Senior Vice-President—Charles A. Starke, Assistant Publisher, News-Press, Santa Barbara, Calif.
Secretary-Treasurer—Vernon Churchill, Assistant to the Publisher, The Oregon Journal, Portland, Ore.
Vice-President at Large—Mrs. Edith W. Irwin, Secretary, Fresno Irrigation District, Fresno, Calif.
Vice-President, District No. 3—H. Quinton Cox, Assistant Manager, Radio Station KGW, Portland, Ore.
Vice-President, District No. 4—Robert S. Hunter, President, Hunter Advertising Co., Oakland, Calif.
Vice-President, District No. 5—Norwood Hoyt Fawcett, Transit Advertising Co., San Diego, Calif.
Past President—Maurice W. Heaton, Vice-President, Williams, Lawrence & Cressmer, Los Angeles, Calif.
Chairman, Finance Committee—Howard Willoughby, Vice-President and General Manager, Lane Publishing Co., San Francisco, Calif.
Chairman, Club Service Committee—Miss Benet Hanau, Secretary, Advertising Counselors, Inc., Phoenix, Ariz.
Chairman, Advancement of Business Committee—Don Belding, Chairman of the Board, Foote, Cone & Belding, Los Angeles, Calif.
Chairman, Pacific Coast Advertising Commission—George W. Kleiser, President, Foster & Kleiser Co., San Francisco, Calif.
Chairman, Senior Advisory Committee, Junior Division—Mrs. Claire Drew Forbs, Advertising Manager, Rhodes Department Store, Seattle, Wash.
Chairman, War Activities Committee—Robbins Milbank, McCann-Erickson, Inc., San Francisco, Calif.

FUNCTIONS
The Pacific Advertising Association, now in its 42nd year, is organized for the purpose of achieving a better understanding of advertising in our American life. The Association, through its 2,800 members, has energetically pursued this purpose in all of its many divisions of work; in the Advertising Clubs, in annual conferences, and in its aggressive advancement of Business Program.

Pennsylvania Broadcasters Assn.
P. O. Box 11, Harrisburg, Pa.

OFFICERS
President ..................  C. R. McCollough (WGAL, Lancaster)
Secretary ..................  C. G. Moss (WJAC, Harrisburg)
Treasurer ..................  Dr. Leon Levy (WBAA, Philadelphia)

DIRECTOR
Ray Thompson, WFBG, Altoona.

FUNCTIONS
This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state. Its membership is active on the part of practically every station in the state.

Professional Music Men, Inc.
1270 Sixth Ave., New York, N. Y.

OFFICERS
President ..................  Rocco Vocco
First Vice-President .......... Joseph Santly
Second Vice-President .......... Charles Warren
Third Vice-President .......... Phil Kornheiser
Treasurer ..................  Irving Tanz
Financial Secretary .......... Michael L. Schloss
Recording Secretary .......... Louis E. Schwartz
Sergeant-at-Arms .......... David Kent
Executive Director ............ Bob Millar

BRANCH OFFICES
19 S. La Salle St., Chicago, Ill.
Regional Director .......... Morton Schaefer
1549 N. Vine Street, Hollywood, Calif.
Regional Director .......... J. Nat Winecoff
36 East Fifth Street, Cincinnati, Ohio
Regional Director .......... Danny Engle

FUNCTIONS
Charitable and Benevolent Organization.

The Radio Club of America, Inc.
11 W. 42nd St., New York, N. Y.

OFFICERS
President ..................  F. A. Kirchenschmitt
Vice-President ............... J. J. Stanftley
Treasurer ..................  J. H. Bose

FUNCTIONS
Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication. Meetings are held monthly from September through June at Columbia University. Proceedings are published approximately six times a year (see listing under publications contained in this volume).

DIRECTORS

Radio Council—WBEZ (FM)
Chicago Public Schools
228 N. La Salle St., Chicago, Ill.

PERSONNEL
Director (on military leave) ..... Lt. Col. H. W. Kent
Acting Director .......... George E. Jennings
Program Director .......... Elizabeth E. Marshall
Production Head .......... Robert R. Miller
Engineer ............ E. H. Andersen

EXECUTIVE COMMITTEE
SCHOOL BROADCAST CONFERENCE
Dean Douglas, RCA, Chicago; Robert Hansen, WIND, Chicago; David Heffernan, Assistant Superintendently, Cook County Schools, Chicago; George Jennings, Director, School Broadcast Conference, Chicago; Lt. Col. Harold W. Kent, Honorary Chairman, SBC Executive Committee: Elizabeth E. Marshall, Program Director, Radio Council WBEZ, Chicago; William Newton, BBC, Chicago; Myrtle Stahl, WNQ-MBS, Chicago; E. Jerry Walker, WLS, Chicago; Judith Waller, NBC, Chicago; Florence Warner, CBS, Chicago; Al Hattis, WJJD, Chicago.

FUNCTIONS
The Radio Council of the Chicago Public Schools operate a non-commercial FM station and is a producing group primarily interested in presenting in-school broadcasts for classroom use. The Council also produces many out-of-school programs over standard Chicago stations. Conducts the annual
School Broadcast Conference (9th Annual Meeting—1945) which is interested in promoting better use of radio in the schools and publishes literature in this connection, as well as public service programs for community organizations; adult education and "educational" programs in general.

Radio Directors Guild

The Gladstone
114 E. 52nd St., New York, N. Y.
Plaza 3-4300

OFFICERS

New York Chapter

President, . . . . Jerry Devine
Vice-President and Chairman of Membership

Executive Secretary

Helen Farrel Mount

Hollywood Chapter

President, . . . . Don Bernard
Vice-President, . . . . Paul Franklin
Secretary, . . . . William M. Sweats

Executive Secretary

John Gueldel

Chairman Membership Committee

Tony Stanford

BRANCH OFFICE

1537 N. Vine St., Hollywood, Calif.
Hillside 2183
Don Bernard, President, Hollywood Chapter

MEMBERS


FUNCTIONS

A voluntary association to advance, foster, promote and benefit the interests of directors of radio programs and to protect secure their rights in their professional activities.

Radio Executives Club of New York

630 Fifth Ave., New York 20, N. Y.
Circle G-1750

OFFICERS

President, . . . . Warren Jennings
Vice-President, . . . . Linnea Nelson
Secretary, . . . . Helen A. Thomas

FUNCTIONS

The major functions of the Radio Executives Club are: (1) to promote and encourage the use of radio broadcasting as an advertising medium; (2) to create a lasting fraternity of persons engaged in the business of radio; (3) to promote a better understanding of radio broadcasting and its attending problems; (4) to maintain a central bureau of employment for members of the club; (5) to provide a common meeting place for all persons engaged in the business of radio.

Meetings are held twice monthly from October to May and membership is open to anyone engaged in the business of radio, subject to approval of the membership committee.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.
National 9401

OFFICERS

President, . . . . (Crosley Corp.) . . . . R. C. Cosgrove
Executive Vice-President-General Manager

Bond Goddes
Vice-President, . . . . (Farnsworth T. & R. Corp.) . . . . E. A. Nichols
Vice-President, . . . . (Raytheon Mfg. Co.) . . . . David T. Schultz
Vice-President, . . . . (Westinghouse Elec. & Mfg. Co.) . . . . Walter Evans
Vice-President, . . . . (Jensen Radio Mfg. Co.) . . . . W. P. Hilliard
Vice-President, . . . . (Workes Sec.) . . . . J. T. White
Vice-President, . . . . (Menlo Radio Mfg. Co.) . . . . Robert C. Sprague
Treasurer, . . . . (The Muter Co.) . . . . Leslie Muter

General Counsel, . . . . John W. Van Allen

Director of Publications, . . . . James W. Douthart

DIRECTORS

Term Expiring 1945


Term Expiring 1946

John Ballantyne, Philco Corp; P. S. Billings, Belmont Radio Corp; Paul V. Galvin, Galvin Mfg. Corp.;
ORGANIZATIONS

E. A. Nichols, Farnsworth Television & Radio Corp.;
David T. Schultz, Raytheon Mfg. Corp.; F. C. Best,
Chicago Telephone Supply Co.; A. Blumenkrantz,
General Instrument Corp.; S. I. Cole, Aerovox Corp.;
Walter Evans, Westinghouse Elec. & Mfg. Co.; Frank
M. Folsom, RCA Victor Division of RCA; F. R. Lack,
Western Electric Company, Inc.

FUNCTIONS
Non-profit, co-operative trade association for the
promotion of all radio interests and special services
to radio and electronic manufacturers.

Radio Manufacturers Assn. of Canada
159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS
President .................................... R. M. Brophy
Vice-President ............................ S. L. Capell
Executive Secretary ........................ W. W. Richardson
Chairman of Parts Division  .......... R. Randall
Chairman of Engineering Committee .... A. B. Oxley
Chairman of Service Committee ......... W. A. White

FUNCTIONS
This association is a non-profit and co-operative organization founded in 1926 to promote the
interests of the radio manufacturing industry in Canada.

Radio Script & Transmission Exchange, Federal Radio Education
Committee
Republic 1820, Extension 2225

OFFICERS
Acting Director .......................... C. F. Klinefelter
Assistant Director ........................ C. F. Broderick
Radio Education Speciality ............. R. R. Lowdemilk

FUNCTIONS
The exchange is designed to promote more effective
local broadcasting by educational and civic organiza-
tions and radio stations by serving as a clearing house for
selected educational radio scripts, transcriptions and
production aids, and as a source of all kinds of
information pertaining to the field of educational radio.

Radio Technical Planning Board

OFFICERS
Chairman ........................... Dr. Walter R. G. Baker
Vice-chairman ...................... Dr. Alfred N. Goldsmith
Treasurer ........................... Bond Geddes
Coordinator ......................... L. C. F. Horle
Secretary ............................ W. B. Cowlich
Asst. Secretary ....................... Mrs. Martha Kinsle
Spectrum Utilization: A. N. Goldsmith, chairman;
R. H. Manson, vice-chairman.
Frequency Allocation: C. B. Jolliffe, chairman; F. M.
Ryan, vice-chairman.
H. F. Generation: R. M. Wise, chairman; H. F.
Argento, vice-chairman.
Standard Broadcasting: Howard Frazier, chairman;
Burgess Dempster, vice-chairman.
V. H. F. Broadcasting: C. E. Gustafson, chairman;
C. M. Jansky, vice-chairman.
Television: D. B. Smith, chairman; I. J. Kaar,
vice-chairman.
Facsimile: J. V. L. Hogan, chairman; C. J. Young,
vice-chairman.
Radio Communication: Haraden Pratt, chairman;
H. H. Beverage, vice-chairman.
Relay Systems: E. W. Engstrom, chairman; Ralph
Bown, vice-chairman.
Radio Range, Direction & Recognition: E. M. De-
lorraine, chairman; W. L. Webb, vice-chairman.
aeronautical Radio: D. W. Rentzel, chairman;
D. K. Martin, vice-chairman.
Ind., Scientific & Medical Equipment: C. V.
Aggers, chairman; H. B. Marvin, vice-chairman.
Police, Emergency Services: D. E. Noble, chairman;
Frank Walker, vice-chairman.

FUNCTIONS
The RTPB formulates plans for the technical fu-
ture of the radio industry and services, including
frequency allocations and systems standardization,
in accordance with the public interest and the tech-
nical facts. The Planning Board advises government,
industry and the public of its recommendations. Such
planning is restricted to engineering considerations.

The Radio Writers' Guild of the
Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
Murray Hill 5-6930

OFFICERS
National President ..................... Peter Lyon
Vice-Presidents: Easton Region ......... Robert Newman
Mid-Western Region .................. Sam Moore
Western Region ...................... Pauline Hopkins

FUNCTIONS
The National Council
Eastern Region: Norman Corwin, Goodman Act;
Clifford Goldsmith, Kenneth Webb, Ruth A. Knight,
Sylvia Berger, Julian Funt, Robert H. Lochner, Nora
Stirling, Lynn Stone; Mid-Western Region: Ruth Wal-
liser, David Peltz, Buela Karney, Bernard Howard,
Richard Durham, Besse Jaffey, Louis Scofield, Ann
Hunter, Sidney Gerson, Ruth Moench; Western Region:
John Dunkel, Kathleen Hite, Arch Oboler, Arno'd Mar-
quis, Milton Merlin, Jack Robinson, Askeard Scott,
Abe Burrows, Harmon Alexander, Paul Franklin, Coun-
cil Alternates—Eastern Region: Pegeen Fitzgerald, Carl
Bixby, Max Ehrlich, Wade Arnold, Harry Farnham,
Edmund Bynbruy, Robert T. Colwell, Theodore E.
Ferro, Ira Marion, David Hall; Western Region: Ma-
urice Zimm, John Boylan, Robert L. Richards, Stewart
Sterling, Rupert Pry.

Rocky Mountain Radio Council, Inc.
21 East 18th Ave., Denver 2, Colo.

KEYSTONE 5306

OFFICERS
President ............................. G. B. Hershey
Secretary ............................ James C. Allen
Treasurer ............................ A. Helen Anderson

EXECUTIVE COMMITTEE
W. D. Armentrout, Harry M. Crain, Roy M. Green,
J. L. Morrill.

FUNCTIONS
The Rocky Mountain Radio Council is a non-profit
corporation of 30 organizations formed to give pro-
fessional 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 1,356 times from 19 com-
mercial radio stations in the Rocky Mountain region.
Recording studio facilities available for commercial
work.
SESAC, Inc.
475 Fifth Ave., New York 17, N. Y.
Murray Hill 5-5365.

OFFICERS
President.........Paul Heinecke
Treasurer.......R. C. Heinecke

FUNCTIONS
Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers
152 W. 42nd St., New York, N. Y.
Longacre 5-9124

OFFICERS
President.........Sholom Secunda
Vice-President...Rev. Pinchus Jassinowsky
Treasurer........Alexander Olshansky
Secretary.........Henry Lefkowitz
General Manager..Salom J. Perlmutter
Counsel..........A. Edward Masters

FUNCTIONS
This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

Society of Motion Picture Engineers
Hotel Pennsylvania, New York, N. Y.
Pennsylvania 6-0620

OFFICERS (As of Jan 1, 1945)
President.........D. E. Hyndman
Past President...Herbert Griffin
Executive Vice-President.....Loren L. Ryder
Engineering Vice-President....J. A. Mayer
Editorial Vice-President.....A. C. Downes
Financial Vice-President.....A. S. Dickinson
Convention Vice-President.....W. C. Kunzmann
Secretary........E. I. Williford
Treasurer.........M. R. Boyer
Executive Secretary....Harry Smith, Jr.

GOVERNORS

FUNCTIONS
In addition to its motion picture activities, this association is actively interested in television. It publishes a monthly organ in which various subjects are discussed by men in the industry.

Song Writers’ Protective Association (SPA)
1250 Sixth Ave., New York 20, N. Y.
Columbus 5-3758

OFFICERS
President.........Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President...Milton Drake
Secretary........Sam H. Stept
Treasurer.........Abel Baer
Counsel..........John Schulman
Executive Secretary...Sayre Marder

FUNCTIONS
Song Writers’ Protective Association aims to foster the interests of all persons engaged in writing musical compositions. By cooperative effort it seeks to eliminate inequitable conditions and harmful prac-

tices and to assist members when disputes arise over enforcement of contracts or the collection of royalties.

Southern California Broadcasters’ Association, Inc.
542 S. Broadway, Los Angeles 13, Calif.
Michigan 8554

OFFICERS
President........Lawrence W. McDowell
(KFOX, Long Beach)
Secretary-Treasurer....Harry Maizlish
(KFWB, Los Angeles)

FUNCTIONS
Membership of the Southern California Broadcasters’ Association is composed of 30 southern California stations and 4 networks, represented in each case by its manager or senior executive. Meetings are devoted to discussion of industry problems, such as ASCAP, BMI, labor, engineering, code of ethics, agency recognition, coordination with governmental agencies, civic activities, etc.

Sports Broadcasters Association (New York Chapter)
c/o Tom Slater, 1440 Broadway, New York, N. Y.
Pennsylvania 6-8600

OFFICERS
President.........Stan Lomax
Vice-President.....Bill Stern
Vice-President......Sam Taub
Treasurer.........Jimmy Dolan
Secretary............Tom Slater

FUNCTIONS
It is the object of the Sports Broadcasters Association to promote the standard of the profession of sports broadcasting among its members and to disseminate sports information to its members through a regular weekly luncheon. Membership is restricted to any male person who is actively engaged in the profession of sports broadcasting whether as an announcer, commentator or writer.

Television Associates, Inc.
190 N. State St., Chicago, Ill.

OFFICERS
President.........Charles Collette
Vice-President.....Chester C. Woolridge
Secretary-Treasurer...E. C. Upton

FUNCTIONS
Television Associates, Inc., was formed for the purpose of being a service organization to the television industry. Television apparatus developed from the Bill Eddy patents will be put on the market from time to time.

Television Broadcasters’ Assn., Inc.
500 Fifth Ave., New York, N. Y.
Lackawanna 4-788

OFFICERS
President.........Jack R. Poppele
Vice-President.....F. J. Bingley
Secretary-Treasurer...Will Baltin
Assistant Secretary-Treasury...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 Editor, 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; Wanda Marvin, Billboard; Patricia Murray, Printer's Ink.

FUNCTIONS
A non-profit, unsponsored organization, this informal group was formed in 1944. Membership is limited to the professional television press—writers covering tele for newspapers, magazines, the trade press, books, films and radio. Purpose is to foster the sound development of television by serving as a focal point for members of the tele press to meet regularly and discuss current trends. Prominent figures in television are invited as guest speakers for the luncheon meetings.

Twenty Year Club

167 East 64th St., New York, N. Y.
Regent 4-3344
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 1924. There are no dues, fees, officers, regular meetings, or other obligations. Two year books have been published.

United States Department of Interior—Radio & Television Section

Interior Department Radio Studios, Washington, D. C.
Republic 1820

PERSONNEL
Director ..................... Shannon Allen
Chief Script Writer ................ Louis J. Hazam
Chief Engineer ................ Herbert F. Dengler

FUNCTIONS
The Radio & Television Section of the Interior Department reports the functions and services of the offices and bureaus of the Department using all forms of radio and transcription production; serves all agencies of the Federal government through its studios and transcription production facilities.

War Advertising Council, Inc.

60 West 42nd St., New York, N. Y.
8 Bryant 9-3641

OFFICERS
Chairman ..................... Harold B. Thomas
(Stirling Drug, Inc.)
Vice-Chairman .................. Paul B. West
(Association of Nat’l Adv.)
Vice-Chairman .................. Kerwin H. Fulton
(Outdoor Adv., Inc.)
Vice-Chairman .................. William Roydel
(Newell-Emmett Co.)
Secretary-Treasurer .............. Frederic R. Gamble
(American Assn of Adv. Agencies)
Executive Director .............. Theodore S. Repplier
(War Advertising Council, Inc.)

BRANCH OFFICE
1010 Vermont Ave., Washington 5, D. C.
Theodore S. Repplier, Executive Director
Phone: District 9043

To provide a means for marshalling the forces of advertising so that they may be of maximum aid in the successful prosecution of the war.

War Food Administration

Office of Distribution
Radio & Market News Section
Washington 25, D. C.
Republic 4142—Extension 6373, 5707

OFFICERS
Chief ..................... Elwyn J. Rowell
Chief, Radio Unit ................... Joe Tonkin

BRANCH OFFICERS


NEW YORK: 150 Broadway; Donald C. Lerch, Chief, Radio & Market News.

SAN FRANCISCO: 821 Market St., J. D. Walsh, Regional Chief.


FUNCTIONS AND ACTIVITIES
This Section is responsible for all radio dissemination through national, regional and local programs of information from the Food Distribution Administration on Food Orders, Nutrition, Conservation, School Lunch, Food Supplies and Price Trends, and Farm Market Reports. It issues "Radio Round-Up On Food," weekly for Women’s Program Directors, and in 20 cities issues "Wartime Food Bulletins" for use over local stations. Also prepares daily or weekly material for U. P., P. A., and I. N. S. radio wires. Writes and co-produces "Consumer Time," weekly broadcast over NBC now in its 12th year.
**ORGANIZATIONS**

Washington State Association of Broadcasters
207 East Market St., Aberdeen, Wash. Aberdeen 4098

**OFFICERS**

President ............................ Harry R. Spence  
(KKRO, Aberdeen)
Vice-President .......................... Loren Stone  
(KIRO, Seattle, Wash.)
Secretary-Treasurer ....................... Robert Pribe  
(KRSC, Seattle)

**FUNCTIONS**

The Washington State Association of Broadcasters is an organization formed for the mutual protection, the exchange of commercial ideas and the education of its members in matters pertaining to radio.

Western Association of Broadcasters
109 C. P. R. Building  
Edmonton, Alberta, Canada

**OFFICERS**

President ............................ G. R. A. Rice  
(CFRN, Edmonton, Alberta)

**DIRECTORS**

R. H. Elphicke, G. Gaetz, A. A. Murphy.

**FUNCTIONS**

At the 1944 Convention the constitution of the W. A. B. was changed to eliminate regional directors. Three directors are now elected by ballot, and these three, in addition to the president, constitute the nominees from the Western Association of Broadcasters to the Board of Directors of the Canadian Association of Broadcasters.

Writers' War Board
122 East 42nd St., New York, N. Y.

**OFFICERS**

President ............................ Reux Stout  
Executive Secretary .................... Frederica Barach

**MEMBERS**


**ADVISORY COUNCIL**


**FUNCTIONS**

The Writers' War Board is a private organization. It is financed by private contributions. Its chairman and members receive no salary or reimbursement for expenses incurred, from the Government or any other source. However, the Government, through the Office of War Information, maintains a liaison office for the use of the Writers' War Board in its co-operation with various Government departments. An accountant, the author of two books on taxation, has calculated that in this manner these Government departments have secured two tons of manuscripts at two per cent of the market price. Since it is a reasonable assumption that the scripts have been a factor, not negligible, in the struggle for the victory we are sure of and the last peace we are determined to get, certainly no writer will begrudge the Government the bargain it picked up.

**Woman's National Radio Committee**

113 West 57th St., New York 19, N. Y.

**OFFICERS**

Chairman ............................ Mrs. Yolanda Mero-Irion  
Vice-Chairman .......................... Mrs. D. Leigh Colvin  
Second Vice-Chairman .................. Mrs. Marion M. Miller  
Secretary ............................. Miss Helen Havener  
Treasurer ............................. Mrs. M. D. Jackson  
Executive Secretary .................... Mrs. Rosalie Wolf

**MEMBERS-AT-LARGE**

Mrs. Sidonie M. Gruenberg, Mrs. Mary F. Larkin, Mrs. Marion M. Miller, Mrs. Emory Ross, Mrs. Jesse M. Bader, Mrs. Bettina Guncy.

**FUNCTIONS**

This committee has for its purpose to raise the standard of radio programs for adults, young people and children by: (1) retaining on the air the finer type of program; (2) removing objectionable features; (3) improving advertising content of broadcasts; (4) encouraging the production and presentation of more fine programs, worthwhile from the educational, cultural and entertainment viewpoint.

WSTP (Piedmont Broadcasting Corp.)

Yadkin Hotel, Salisbury, N. C.

**OFFICERS**

President ............................ Bryce P. Beard  
Vice-President .......................... J. F. Hurley  
(MGNC, Gastonia)  
Secretary and Treasurer ................ Gene Horton  
(WST, Charlotte)

**MANAGER**

W. J. Murphy

**COMMITTEE**

Manager - Katherine F. Murphy  
Program Director - W. C. Mitchum

**FUNCTION**

Radio broadcasting.
### NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

**As of January 1, 1945**

<table>
<thead>
<tr>
<th>Call</th>
<th>Institution</th>
<th>Frequency</th>
<th>Power</th>
<th>Licensed Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFJM</td>
<td>University of North Dakota</td>
<td>1440</td>
<td>1 kw—LS; SH—KILO</td>
<td>500 w N</td>
</tr>
<tr>
<td>KFKU</td>
<td>University of Kansas</td>
<td>1250</td>
<td>5 kw—LS; ST—WREN</td>
<td>1 kw—N</td>
</tr>
<tr>
<td>KOAC</td>
<td>Oregon State College</td>
<td>550</td>
<td>5 kw—LS; Unlimited</td>
<td>1 kw—N</td>
</tr>
<tr>
<td>KUSD</td>
<td>University of South Dakota</td>
<td>920</td>
<td>Unlimited</td>
<td>1 kw—N</td>
</tr>
<tr>
<td>KWLC</td>
<td>Luther College</td>
<td>1240</td>
<td>500 w</td>
<td>ST—KFNF</td>
</tr>
<tr>
<td>KWSC</td>
<td>State College of Washington</td>
<td>1250</td>
<td>250 w—D Daytime</td>
<td>5 kw—ST—KTV</td>
</tr>
<tr>
<td>WBA</td>
<td>Purdue University</td>
<td>920</td>
<td>5 kw—D; Unlimited</td>
<td>1 kw—N</td>
</tr>
<tr>
<td>WBEZ</td>
<td>Chicago Board of Education</td>
<td>42100</td>
<td>1 kw (FM) Unlimited</td>
<td>5 kw—D</td>
</tr>
<tr>
<td>WCAL</td>
<td>St. Olaf College</td>
<td>770</td>
<td>S—WLB (Daytime)</td>
<td>5 kw—D</td>
</tr>
<tr>
<td>WHA</td>
<td>University of Wisconsin</td>
<td>970</td>
<td>Daytime</td>
<td>1 kw—ST—WBBR, WEVD</td>
</tr>
<tr>
<td>WHAZ</td>
<td>Rensselaer Poly. Tech.</td>
<td>1330</td>
<td>Daytime</td>
<td>5 kw—D</td>
</tr>
<tr>
<td>WILL</td>
<td>University of Illinois</td>
<td>580</td>
<td>Daytime</td>
<td>5 kw—D</td>
</tr>
<tr>
<td>WKAR</td>
<td>Michigan State College</td>
<td>870</td>
<td>Daytime</td>
<td>5 kw—ST—WCAL (Daytime)</td>
</tr>
<tr>
<td>WLB</td>
<td>University of Minnesota</td>
<td>770</td>
<td>1 kw—D Daytime</td>
<td>5 kw—D</td>
</tr>
<tr>
<td>WNAD</td>
<td>University of Oklahoma</td>
<td>640</td>
<td>L—WWL (Daytime)</td>
<td>1 kw—L—WCCO, SA—SH—N</td>
</tr>
<tr>
<td>WHCU</td>
<td>Cornell University</td>
<td>870</td>
<td>5 kw—D Daytime</td>
<td>5 kw—L—LS—Dallas</td>
</tr>
<tr>
<td>WNYC</td>
<td>Municipal Broadcasting System</td>
<td>830</td>
<td>Unlimited</td>
<td>100 w—N</td>
</tr>
<tr>
<td>WO</td>
<td>Iowa State College</td>
<td>640</td>
<td>Unlimited</td>
<td>50 kw</td>
</tr>
<tr>
<td>WOSU</td>
<td>Ohio State University</td>
<td>820</td>
<td>Unlimited</td>
<td>100 w</td>
</tr>
<tr>
<td>WRUF</td>
<td>University of Florida</td>
<td>850</td>
<td>Unlimited</td>
<td>5 kw—LS—Daytime</td>
</tr>
<tr>
<td>WRUL</td>
<td>World Wide Broadcasting Foundation</td>
<td>†</td>
<td>Unlimited</td>
<td></td>
</tr>
<tr>
<td>WSAJ</td>
<td>Grove City College</td>
<td>1340</td>
<td>5 kw—S—SH</td>
<td></td>
</tr>
<tr>
<td>WSUI</td>
<td>State University of Iowa</td>
<td>910</td>
<td>Unlimited</td>
<td></td>
</tr>
<tr>
<td>WTAW</td>
<td>Texas A. and M.</td>
<td>1150</td>
<td>Unlimited</td>
<td></td>
</tr>
</tbody>
</table>

D—Day; N—Night; ST—Shares Time; SH—Specified Hours; SA—Special Authorization; L—Limited Time with Dominant Stations LS—Local Sunset.

† International shortwave frequencies.

### Associate Members

- Drake University
- Indiana University
- University of Kentucky
- University of Michigan
- University of Southern California
- Western State Teachers College
- Kenneth Yeend, KIRO

Drake University Depends on commercial radio facilities.

Indiana University Depends on commercial radio facilities. Has pending FM CP application before FCC.

University of Kentucky Depends on commercial radio facilities. Has FM CP for station from FCC.

University of Michigan Depends on commercial radio facilities. Has pending FM CP application.

University of Southern California Depends on commercial radio facilities. Has applied for FM CP.

Western State Teachers College Depends on commercial radio facilities.

Kenneth Yeend, KIRO (Former educational broadcaster, retaining associate membership, although employed by commercial station.)
FCC LIST OF NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Kc)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Education of San Francisco, Unified School District, San Francisco, Calif.</td>
<td>KALW</td>
<td>42100</td>
<td>1000 w</td>
</tr>
<tr>
<td>Board of Education, City of Chicago, Chicago, Ill.</td>
<td>WBEZ</td>
<td>42500</td>
<td>1000 w</td>
</tr>
<tr>
<td>University of Illinois Urbana, Ill.</td>
<td>WIUC</td>
<td>42900</td>
<td>250 w</td>
</tr>
<tr>
<td>University of Kentucky, Beattyville, Ky.</td>
<td>WBKY</td>
<td>42900</td>
<td>100 w</td>
</tr>
<tr>
<td>Board of Education, City of New York, Brooklyn, N. Y.</td>
<td>WNYE</td>
<td>42100</td>
<td>1000 w</td>
</tr>
<tr>
<td>Cleveland City Board of Education, (Charles H. Lake, Superintendent) Cleveland, Ohio</td>
<td>WBOE</td>
<td>42500</td>
<td>1000 w</td>
</tr>
</tbody>
</table>

FCC REGULATIONS

The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Operation and Service

The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Power Requirements

The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours. The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Frequencies Allotted

The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

- 42,100 kc.
- 42,300 kc.
- 42,500
- 42,700
- 42,900

Stations serving the same area will not be assigned adjacent frequencies.

Frequency modulation shall be employed exclusively unless it is shown that there is a special need for the use of amplitude modulation.

Only one frequency will be assigned to a station.
International

International Broadcast Stations
In The United States

- CBS-NBC Latin-American Networks
- Mexico
- South America
- Central America
<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Frequency (Kc)</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Telephone &amp; Telegraph</td>
<td>KWU, KWV, KWW</td>
<td>6060, 7230, 9570, 11870, 15290, 17760, 21610</td>
<td>20 kw, 20 kw, 20 kw</td>
</tr>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KWID</td>
<td>6060, 7230, 9570, 11870, 15290, 17760, 21510</td>
<td>100 kw</td>
</tr>
<tr>
<td>The Associated Broadcasters, Inc.</td>
<td>KWIX</td>
<td>6060, 6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570, S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBX</td>
<td>6060, 6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCRC</td>
<td>6060, 6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCDA</td>
<td>6060, 6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570, S.A. 15267 in lieu of 15270, S.A. 9490, S.A. 9590, SSA 11145 and 9750</td>
<td>10 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WCBN</td>
<td>6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WOOC</td>
<td>6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>WOOW</td>
<td>6120, 6170, 9550, 11830, 15270, 17830, 21520, 21570</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>KCBA</td>
<td>6170, 7575, 9750, 11145, 11770, 15270, 17850</td>
<td>50 kw</td>
</tr>
<tr>
<td>Columbia Broadcasting System, Inc.</td>
<td>KCBF</td>
<td>6170, 7575, 9750, 11145, 11770, 15270, 17850</td>
<td>50 kw</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>WLWO</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>75 kw</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>WLWK</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>50 kw</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>WLWL</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>WLWS</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>WLWR</td>
<td>6080, 9590, 11710, 15250, 17800, 21650</td>
<td>200 kw</td>
</tr>
<tr>
<td>General Electric Company</td>
<td>WGEA</td>
<td>6190, 7000, 9530, 9550, 11847.5, 15330, 21500, 21,590, SSA 17,880, 20 kw</td>
<td>200 kw</td>
</tr>
</tbody>
</table>

992
### INTERNATIONAL BROADCAST STATIONS IN THE U.S.

<table>
<thead>
<tr>
<th>Station/Owner/Location</th>
<th>Call Letters</th>
<th>Frequency Details</th>
<th>Power (kW)</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Electric Co.</td>
<td>WGEO</td>
<td>6190, 7000, 9530, 9650, 11847.5, 15330, SSA 9550 and 17880</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>KGEI</td>
<td>6190, 7250, 9530, 9550, 11730, 15210, 15330, SSA 11790, 15130 and 17880</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>WGEK</td>
<td>6100, 9670, 11890, 15150, 15090, 21630, SSA 11790 (50 to 100 kw on 9670)</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WRCA</td>
<td>6100, 9670, 11890, 15150, 15090, 21630</td>
<td>50</td>
<td>Same as WRCA</td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WNBI</td>
<td>Same as above</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WNRA</td>
<td>Same as above</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WNRE</td>
<td>Same as above</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WNRI</td>
<td>Same as above</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>WNRX</td>
<td>6020, 6060, 7575, 7805, 9490, 9700, 11890, 13050, 15150, 15240, 15250, 15340, 17780, 17800</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>National Broadcasting Co., Inc.</td>
<td>KNBC</td>
<td>KES (1 &amp; 2)</td>
<td>7</td>
<td>CP</td>
</tr>
<tr>
<td>R.C.A. Communications, Inc.</td>
<td>KRC</td>
<td>6140, 9570, 11870, 15210, 17780, 21540</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Press Wireless</td>
<td>KROS</td>
<td>Same as above</td>
<td>50</td>
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</tr>
<tr>
<td>Westinghouse Radio Stations, Inc.</td>
<td>WBOS</td>
<td>6040, 11730, 11790, 15130, 15350, 17750, 21460</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>WRUL</td>
<td>6140, 9570, 11870, 15210, 17780, 21540</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>WRUS</td>
<td>6040, 9700, 11730, 15350, 17750, 21460, SSA 6140, 7575, 8590, 9750, 11145, 11790, 15130</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>WRUW</td>
<td>11145, 11790, 15130, 25600, 11790, 15350, 17750, 9700</td>
<td>20</td>
<td>C.P.</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>WRUA</td>
<td>6040, 9700, 11730, 15350, 17750, 21460</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>WRUX</td>
<td>SSA 7575, 7805</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>Application pending</td>
<td></td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

993
La Cadena De Las Americas
(The Network of the Americas)

of

THE COLUMBIA BROADCASTING SYSTEM

--PERSONNEL--

Director of Broadcasting to Foreign Countries ........................................ Edmund Chester
Assistant Director of Shortwave Broadcasting ........................................ John Hundley
Director of Shortwave News Division .................................................... Lawrence Haas
Music Director and Arranger ............................................................... Terig Tucci
Assistant Director of Latin American Relations .................................... Roberto Unanue
Manager of Press Information for Latin American Network ....................... Margaret Kennedy

---

ARGENTINA

<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>
</tr>
</thead>
<tbody>
<tr>
<td>LR3</td>
<td>Radio Belgrano</td>
<td>Buenos Aires</td>
<td>950</td>
<td>50000</td>
</tr>
<tr>
<td>LRY</td>
<td>Radio Belgrano</td>
<td>Buenos Aires</td>
<td>11840</td>
<td>50000</td>
</tr>
<tr>
<td>LRY1</td>
<td></td>
<td></td>
<td></td>
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</table>

---Radio Belgrano Network---

<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>
</tr>
</thead>
<tbody>
<tr>
<td>LU7</td>
<td>Radio General San Martin</td>
<td>Bahia Blanca</td>
<td>1240</td>
<td>1500</td>
</tr>
<tr>
<td>LV3</td>
<td>Radio Cordoba</td>
<td>Cordoba</td>
<td>620</td>
<td>25000</td>
</tr>
<tr>
<td>LT7</td>
<td>Radio Provincia</td>
<td>Corrientes</td>
<td>1340</td>
<td>5000</td>
</tr>
<tr>
<td>LT1</td>
<td>Radio del Litoral</td>
<td>Rosario</td>
<td>780</td>
<td>12000</td>
</tr>
<tr>
<td>LV1</td>
<td>Radio Graffigna</td>
<td>San Juan</td>
<td>560</td>
<td>10000</td>
</tr>
<tr>
<td>LV4</td>
<td>Radio San Rafael de Mendoza</td>
<td>San Rafael</td>
<td>690</td>
<td>5000</td>
</tr>
<tr>
<td>LV11</td>
<td>Radio del Norte</td>
<td>Santiago del Estero</td>
<td>1170</td>
<td>500</td>
</tr>
<tr>
<td>LV12</td>
<td>Radio Aconquinia</td>
<td>Tucuman</td>
<td>580</td>
<td>5000</td>
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<tr>
<td>LV14</td>
<td>Radio La Rioja</td>
<td>La Rioja</td>
<td>1460</td>
<td>5000</td>
</tr>
<tr>
<td>LV10</td>
<td>Radio Cuyo</td>
<td>Mendoza</td>
<td>1210</td>
<td>2500</td>
</tr>
<tr>
<td>LV13</td>
<td>Radio San Luis</td>
<td>San Luis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZP9</td>
<td>Radio Encarnacion</td>
<td>Encarnacion, Paraguay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZP1</td>
<td>Radio Encarnacion</td>
<td>Encarnacion, Paraguay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CXA8</td>
<td>Radio Real de San Carlos</td>
<td>Colonia, Uruguay</td>
<td>9620</td>
<td>20000</td>
</tr>
<tr>
<td>CXA14</td>
<td>Radio Real de San Carlos</td>
<td>Colonia, Uruguay</td>
<td>11820</td>
<td>1000</td>
</tr>
</tbody>
</table>

BOLIVIA

<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>
</tr>
</thead>
<tbody>
<tr>
<td>CP4</td>
<td>Radio Illimani</td>
<td>La Paz</td>
<td>1040</td>
<td>10000</td>
</tr>
<tr>
<td>CP5</td>
<td>Radio Illimani</td>
<td>La Paz</td>
<td>6200</td>
<td>1000</td>
</tr>
</tbody>
</table>

CHILE

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Station Name and/or Owner</th>
<th>Location and/or Owner</th>
<th>Frequency (Kilocycles)</th>
<th>Power (Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB57</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Santiago de Chile</td>
<td>570</td>
<td>6000</td>
</tr>
<tr>
<td>CB1180</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Santiago de Chile</td>
<td>11800</td>
<td>1000</td>
</tr>
<tr>
<td>CB90</td>
<td>Radio Sociedad Nacional de Agricultura</td>
<td>Valparaiso</td>
<td>900</td>
<td>1000</td>
</tr>
</tbody>
</table>
## COLOMBIA

<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>
</tr>
</thead>
<tbody>
<tr>
<td>HJAG</td>
<td>Emisora Atlantico</td>
<td>Barranquilla</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 and Chief of Spanish Section.........Eli B. Canel
Chief, Spanish-language Section................................Alberto H. Gandero
Continuity Acceptance........................................F. J. Lara
Production Chief.................................................Ary Moll
Assistant Production Chief....................................Alvaro Gonzales
Assistant Production Chief.....................................Aurora Diaz
Chief, Portuguese-language Section..........................Manuel Souza
Musical Director................................................Emilio de Torre
Director of Station Relations..................................Cal J. Abraham
Chief of Traffic Section.......................................Charles Mangano

ARGENTINA

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<th>Call Letters</th>
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Radio Splendid Network (Red Argentina de Emisoras Splendid S. A.)

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BOLIVIA

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CHILE

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<td>CB64</td>
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<td>Valparaiso</td>
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<td>CD59</td>
<td>Radio La Frontera</td>
<td>Temuco</td>
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<td>CC117</td>
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<td>CA108</td>
<td>Radio La Serena</td>
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<td>CA141</td>
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<td>HJCE</td>
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## COSTA RICA

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<td>La Voz de la Victor</td>
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<td>TINBC</td>
<td>La Voz de la Democracia</td>
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<td>CMBZ</td>
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**CMQ Network (Circuito CMQ)**

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<td>CMJL</td>
<td>del Circuito CMQ</td>
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<td>CMKJ</td>
<td>del Circuito CMQ</td>
<td>Holguin</td>
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<td>CMKU</td>
<td>del Circuito CMQ</td>
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## DOMINICAN REPUBLIC

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<td>HIX</td>
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**XEW Network (Radio Programas de Mexico)**

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<td>Acapulco, Gro.</td>
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<td>Pedro C. Rivas</td>
<td>Aguaascalientes</td>
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<td>XEA</td>
<td>Luis A. Maury</td>
<td>Campeche, Camp.</td>
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<td>David C. Mireles</td>
<td>Chihuahua, Chih.</td>
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<td>Jose D. Gonzalez</td>
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<td>XEP</td>
<td>Esteban Parra</td>
<td>Ciudad Juarez</td>
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1000
### NBC LATIN-AMERICAN NETWORK

| XEU | Fernando Pasos Sosa | Veracruz, Ver. | 960 | 500 |
| XEUF | Ignacio Navarro Q. | Uruapan, Mich. | 550 | 350 |
| XELK | Jose M. Acevedo | Zacatecas, Zac. | 1200 | 100 |

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**El Espectador Network (La Cadena Uruguaya de Radiodifusión)**

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*Reported off the air by FBIS.

**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**

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**PERSONNEL**

President .................................. Emilio Azcarraga  
Vice-President and General Manager ........... Clemente Serna Martinez  
Sales Manager ................................ Juan M. Duran y Casahonda  
Assistant Manager ............................. Adrian R. Lajous  
Continuity Department ...................... Antonio Eufracio Ontiveros  
Engineering Department ...................... Carlos Camacho  
Accounting Department ...................... Horacio Nino Medina  
Advertising Department ..................... Daniel Esquivel  
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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**BRITISH HONDURAS**

Belize ............................... ZIK-2 10600 0.2 Government

**CHILE**

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Antofagasta .......................... CAI27 1270 0.25 Horus Predrey Palma
Chillan ................................ CCI38 1330 0.15 Adriana Pagueguy de Logos
Chillan ................................ CCI27 1270 0.1 Rafael Barrios
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                                            (rented for 1 year to Rafael
                                            Arjona N.)
Concepcion ........................... CC117 1170 1.0 Federico Sanchez
Concepcion ........................... CC64 640 1. Mario Saez Lagoa
Coquimbo ................................ CA96 960 0.3 Cesar Nieme Abey
Curico .................................. CC96 960 0.1 Alberto Guerra
Iquique ................................ CA63 630 0.25 Antonio Cajiao
La Serena ............................. CA108 1080 1.0 Ed. Encina Arancibia
Osorno .................................. CD84 840 1.5 Soc. Agricola y Granadera de Osorno

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**COLOMBIA**

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- **Armenia** (HJFI): 1540 (1.0)
- **Armenia** (HJFM, HJF): 4875 sw. (0.6) - Bernardo Santacoloma and D. Julio Rondon E.
- **Barranquilla** (HJAA): 1330 (0.5) - Alfonso Rosales Navarro
- **Barranquilla** (HJAG, HJAH): 4905 sw. (0.45) - Emisora Atlantic S. A., Angel M. Ruiz, owner
- **Barranquilla** (HJAI): 1370 (0.25) - Julian Melendez
- **Barranquilla** (HJAK): 1310 (0.35) - Vassallo Hinos y Mendez (Clemente Vassallo Gomez, owner)
- **Barranquilla** (HJAB, HJAN): 4785, 1.190 (1.0)
- **Barranquilla** (HJAS): 1500 (0.4)
- **Barranquilla** (HJAT): 1275 (0.5)
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- **Bogota** (HJCD, HJCE): 870, 1220 (1.0)
- **Bogota** (HJCF): 6073 sw. (0.75)
- **Bogota** (HJCG): 1060 (0.5)
- **Bogota** (HJCI, HJCH): 4895 sw. (0.75) - Colombia Broadcasting S. A. (Robt. Ramirez, Enrique Ramirez & Jorge Alford)
- **Bogota** (HJCB, HJCD): 6160 (8.0)
- **Bogota** (HJCC): 870 (5.0)
- **Bogota** (HJCE): 1220 (1.0)
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- **Bogota** (HJCC): 870 (5.0) - Julio Bernal
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1018
LATIN-AMERICAN STATIONS

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* Reported off the air by FBIS.

ECUADOR

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* Reported off the air by FBIS.

**EL SALVADOR**

San Salvador       YSR     6520 sw. 0.8  Alberto Cevallos  
San Salvador       YSS     640    0.5  Direcciôn General de Com-  
                  HUB     4795 sw. 0.3  municaciones, Govt. of El  
                  YSD     7894    0.5  Salvador  
                  YSM     11710   0.4  
San Salvador       YSP     780   .115  Fernando Alvayeros Sosa  
                  YSP-1   1560 sw.  
                  YSP-A*   760    0.15  
                  YSP-B   10400 sw.  
San Salvador       YSO     6150    0.15  

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**GUATEMALA**

Guatemala City     TG1     1310    0.3  Govt.  
                  TG2     6220 sw. 1.  Department of Commu-  
                  TG3     2320    0.15  nications  
Guatemala City     TGW     640   10.0  Guatemala Govt.  
                  TGWA    15170 10.0  
                  TGWB    6480 sw. 1.  
                  TGWC    1520 sw. 1.  
Guatemala City     TGX     1415    0.05  
Quezaltenange      TGQ     1450    1.  Miguel Angel  
                  TGQA    6400 sw. 0.2  Mexicano Novales  
                  Govt.  

**HAITI**

Port-au-Prince     HHWB    9550   25.  Haitian Govt.  
Leogane             HHK*    6200    0.25  
                  HHW     9620 sw. 25.  
                  1820 sw.  
                  17850 sw.  
                  21670 sw.  
                  7920    0.25  
Port-au-Prince     HH3W    10135 0.5  Ricardo C. Widmaier, Jr.  
                  HHW     1230    0.25  
                  HH2W*   6135 sw. 0.03  
                  1020    0.03  

### LATIN-AMERICAN STATIONS

<table>
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*Reported off the air by FBIS.

### HONDURAS

- Ceiba .......... HRD2  6235 sw. 0.2  Ing. M. R. Moncada
- San Pedro Sula .. HRP1  6351 sw. 0.15 Filiberto Diaz Zelaya
- Tegucigalpa .... HRN  6875 sw. 0.2  Rafael Ferrari

### NICARAGUA

- Granada .......... YNFT  7500 sw. 0.1  Jose F. Tercero Z.
- Granada .......... YNLAT  7625 sw. 0.1  Leonidas A. Tenorio
- Granada .......... YNWW
- Leon ............. YNJAT  5758 sw. 0.6  Jose Agustin Tijerino
- Leon ............. YNDG  6850 sw. 0.8  Dionisio E. Gallo
- Managua .......... YNLDG  1530
- Managua .......... YNPH  6610 sw. 1.0  La Voz de Nicaragua (Govt.)
- Managua .......... YNPS  8590 sw. 0.8  Mendoza y Hermanos
- Boaco ........... YNBO  6760 sw. 1.0
- Managua .......... YNCG  6850 sw. 0.8

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### PANAMA

- Colon .......... HP5K  6005 sw 0.2  Jose Jaen y Jaen
- Colon .......... HP5F  6080 sw. 0.15 Jose Antonio Sosa M.
- Panama .......... HP5G  11780 sw. 0.5
- Panama .......... HOA  1000 1.0
- Panama .......... HOC  1440 .025
- Panama .......... HP5A  11700 sw. 3
- Panama .......... HQO  1250 0.25
- Panama .......... HP5B  6030 sw. 0.15
- Panama .......... HP5C  730 .4
- Panama .......... HP5H  6122 sw. 0.15  M. Lombardo Vega
- Panama .......... HP5J  9600 sw. 0.2  Servicio Publica de Radio,
- Panama .......... HP6J  1258 sw. 0.1  Manuel Doce

### PARAGUAY

- Asuncion .......... ZPA1  6010 2.5  Official Govt. Station
- Asuncion .......... ZP1  970 0.1  Attilio C. Bajac
- Asuncion .......... ZP4  730 0.1  Iseru and Scarello
- Asuncion .......... ZP8  11850 sw. 0.1  Emilio Jordan Livières
- Asuncion .......... ZP6  1300 0.1  A. C. Bajac
- Asuncion .......... ZP9  970 1.2  Victor Noriega
- Asuncion .......... ZP10 1330 0.1  Juventus Antoniana
- Asuncion .......... ZP11 1200 0.1  Julio Picossi Villagra
- Asuncion .......... ZP13 1430 0.1  Jose Hanemann
- Asuncion .......... ZP17 1030 0.1  Teleco Paraguaya S. A.
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*Reported off the air by FBIS.*

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- Arequipa: 6055 sw. 0.3 Jorge E. Olazabal Benavides
- Arequipa: 9500 sw. 0.25 Alvarada & Urteaga
- Callao: 1160 0.3 J. Carlos Montoy D'
- Chichayo: 6150 sw. 0.2 Carlos Lizarraga Fisher-Montero
- Cuzco: 6128 sw. 0.1 Alfredo Elejalde Granados
- Huancayo: 6200 sw. 0.25 Victor Prlano Store Castilla
- Huanuco: 6116 sw. 0.4 Luis de los Heros y de los Rios
- Ica: 1460 0.2 Armando Ortiz Lambert
- Lima: 9590 sw. 0.2 Empresa Peruana—Bolivar & Carcovich
- Lima: 6095 sw. 1. Gobierno del Peru
- Lima: 1080 0.25 Ing. Juan P. Goicochea
- Lima: 1200 0.25 Dianderas Samanez
- Lima: 6190 sw. 0.25 Rafael Larco Hoyle
- Lima: 6082 sw. 15. Rafael Larco Hoyle
- Lima: 854 10. Rafael Larco Hoyle
- Lima: 9562 sw. 10. Rafael Larco Hoyle
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- Lima: 1320 0.25 Rafael Larco Hoyle
- Lima: 9520 0.2 Rafael Larco Hoyle
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- Lima: 1030 1. Rafael Larco Hoyle
- Lima: 6010 sw. 0.5 Rafael Larco Hoyle
- Lima: 9510 sw. 0.5 Rafael Larco Hoyle
- Trujillo: 6000.57 sw. 0.25 Rafael Larco Hoyle
- Trujillo: 1400 0.25 Rafael Larco Hoyle

### SURINAM (DUTCH GUIANA)

- Paramaribo: ZPH 5865 0.150 J. C. Herrenberg, Chairman, of private radio club "AVROS." Tech. equip. owned by Surinam Govt.
### Latin-American Stations

#### Uruguay

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<td>2.0</td>
<td>Pedro J. Torres</td>
</tr>
<tr>
<td>Valera</td>
<td>YV1RZ</td>
<td>4840 sw.</td>
<td>.30</td>
<td>Jorge L. Ferbes, owner; Pedro Flores I, Dir.</td>
</tr>
<tr>
<td>Valencia</td>
<td>YV4RO</td>
<td>4780 sw.</td>
<td>.30</td>
<td>H. &amp; G. Degwitz</td>
</tr>
<tr>
<td></td>
<td>YV4RA</td>
<td>1350</td>
<td>.83</td>
<td></td>
</tr>
<tr>
<td>Valencia</td>
<td>YV4RP</td>
<td>3460 sw.</td>
<td>1.0</td>
<td>Miguel Ache</td>
</tr>
<tr>
<td></td>
<td>YV4RE</td>
<td>1400</td>
<td>1.138</td>
<td></td>
</tr>
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</table>

1024
In Mexico where radio ownership exceeds the combined total circulations of all newspapers and magazines... radio advertising means two great chains. Headed by NBC's outlet (XEW) and CBS' (XEQ) they handle, between them, 85 cents out of every radio dollar spent in this land of 20,000,000 customers... 90% of the recorded programs... 90% of the telephone hook-ups... and 70% of the spot announcements. Obviously, if you're entering the Mexican market, there can be no question as to the right starting point!

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CLEMENTE SERNA MARTINEZ, Mgr.
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PASSAIC, N. J.
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TRANSMITTERS...

PLUS ALL THE EXTRAS OF SPECIAL
WESTINGHOUSE RESEARCH FOR FM

*For harmonics up to 30 kc/s at ± 75 kc/s swing, distortion is less than 1.5% rms for modulating frequencies between 50 and 15,000 cps.

Here in a smartly-styled package is a basically new approach to FM transmitter design . . . combined with all the performance extras of special Westinghouse research for frequency modulation.

Built in 1, 3, 10 and 50 kw ratings, this new design provides direct generation of the modulated carrier by a simple and straightforward circuit. Frequency corrections are independent of critical tuning. Distortion is low.*

Metal-plate rectifiers—first introduced by Westinghouse for high-voltage, high-current AM applications—virtually eliminate outages caused by rectifier (tube) failures. Space and cooling requirements are reduced, operating costs are lowered.

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J-08103

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