

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

1945 YEARBOOK NUMBER



“Markets are more than **STATISTICS, Thistlewaite!”**

SURE, of course—anybody can look up the statistics for any given market or radio station. But the really vital facts are often the ones that can be picked up only by personal study, “on the ground”.

We of Free & Peters know the stations

we represent—know their markets and managements and methods and personalities, as well as the data-book stuff. That's one of the big reasons why we can usually help you to make your spot broadcasting more productive. Try us and see.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932



CHICAGO: 180 N. Michigan Franklin 6373 NEW YORK: 444 Madison Ave. Plaza 5-4130 SAN FRANCISCO: 187 Sutter Street 4355 HOLLYWOOD: 6331 Hollywood Blvd. Hollywood 2115 ATLANTA: 322 Palmer Bldg. Main 5667

EXCLUSIVE REPRESENTATIVES

| | |
|----------|----------------------|
| WCR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WRZO | KALAMAZOO |
| KMBC | KANSAS CITY |
| WAYE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| WFBI | SYRACUSE |

... IOWA ...

| | |
|-----|------------|
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |

... SOUTHEAST ...

| | |
|------|------------|
| WGBM | BALTIMORE |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |

... SOUTHWEST ...

| | |
|------|----------------|
| KOB | ALBUQUERQUE |
| KRIS | CORPUS CHRISTI |
| KXYZ | HOUSTON |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |

... PACIFIC COAST ...

| | |
|------|----------|
| KOIN | PORTLAND |
| KIRO | SEATTLE |

and WRIGHT-SONOVÖX, Inc.



IN BALTIMORE

YOU'LL be glad to know that
W-I-T-H, the successful inde-
pendent delivers more listeners-
per-dollar-spent, than any of the
other 4 stations in town.

WITH

Tom Tinsley, President

Represented Nationally by Meadley-Read

THESE PERSONALITIES



H. V. Kaltenborn
Upton Close
William Bendix
"Smilin' Ed" McConnell
Curley Bradley

IN THESE NETWORK SHOWS



Kaltenborn Edits the News
Close-Ups of the News
The Life of Riley
Buster Brown Gang
KC Jamboree

WITH THESE ANNOUNCERS



Lyle Van
Vincent Pelletier
Ken Niles
"Smilin' Ed" McConnell
(does his own announcing)
Ed Allen

FOR THESE SPONSORS



The Pure Oil Company
Lumbermens Mutual Casualty Company
American Meat Institute
Buster Brown Shoes
KC Baking Powder

BY THIS ADVERTISING AGENCY



LEO BURNETT COMPANY, Inc.
CHICAGO • HOLLYWOOD



NOTE: Names listed in order of show's length of time on the networks.

Published every Monday, 59rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1938, at Post Office at Washington, D. C., under act of March 3, 1879.

INDEX TO 1945 YEARBOOK NUMBER

1945 YEARBOOK NUMBER

Published by Broadcasting Publications Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.
Washington 4, D. C.
Telephone: ME 1022

SOL TAISSHOFF
Editor and Publisher

BERNARD PLATT, Yearbook Editor

EDITORIAL

ROBERT K. RICHARDS, Editorial Director

WASHINGTON: J. Frank Beatty, *Managing Editor*; Bill Bailey, *Associate Editor*. STAFF: Jack Levy, Lawrence Christopher, Mary Zurchart, Sidney Shelley, Norma Pugliese, Jerry Posey.

NEW YDRK: Bruce Robertson, *New York Editor*; Helen House.

CHICAGO: Florence Small, *Mgr.*; Jean Eldridge.

HOLLYWOOD: David Glickman, *Mgr.*; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, Business Manager

WASHINGTON: Bob Breslau, *Adv. Production Manager*; Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racocoin.

NEW YORK: S. J. Paul, *New York Advertising Manager*; Patricia Ann Foley.

CHICAGO: Florence Small, *Mgr.*; Jean Eldridge.

HOLLYWOOD: David Glickman, *Mgr.*; Marjorie Barmettler.

TDRONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, Circulation Manager

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg.
Metropolitan 1022.

NEW YORK: 250 Park Ave. Plaza 5-8355.

CHICAGO: 360 N. Mich, Ave. Central 4115.

HOLLYWOOD: 1509 N. Vine St.
Gladstone 7353.

TORONTO: 417 Harbour Commission Bldg.
Elgin 0775.

Copyright 1945 by
Broadcasting Publications Inc.

| | | | | | |
|--|----------|--|------------|--|------------|
| Accounting Offices, FCC | 400 | radio fields | 339 | FM commercial | 420 |
| Accounts— | | National Assn. of Broadcasters | 344 | Group ownership, U. S. | 198 |
| Advertisers Using Major Networks, 1944 | 270-308 | Radio | 444 | How to file applications for | 378-379 |
| Agencies Handling Radio, U. S. | 201-220 | Radio correspondents | 58 | International, U. S. and Canada | 402 |
| Canadian Agencies Handling Radio | | Radio manufacturers | 445 | NBC owned and operated | 198 |
| Radio | 221 | Radio news analysts | 445 | Newfoundland | 268 |
| CBC clients, 1944 | 310-312 | Recording studios | 445 | Newspaper ownership affiliation | 60-64; 381 |
| Combined broadcast income | 174 | Television broadcasters | 345 | Representatives, Canada | 269 |
| National & Regional | 234-268 | Women directors (NAB) | 345 | Representatives, U. S. | 222-232 |
| Net Time Sales, 1943-44 | 19 | Attorneys practicing before FCC | 339 | Television | 418 |
| Network Gross Billings, 1944 | 28-32 | Audience analyses | 46 | U. S. by call letters | 407-408 |
| Network Gross Billings by Product Groups | 20 | Audience, sets in use | 46; 50 | U. S. by frequencies | 410-414 |
| Network Gross Sales, 1927-44 | 28 | Audience surveys | 19; 38; 46 | U. S. by States, Territories | 78-176 |
| Advertisers— | | Automobile radio ownership | 50 | U. S., by years | 19 |
| Billings by Networks | 28-32 | | | Weekly payroll | 381 |
| Blue Network | 270-276 | B | | Brotherhood of Electrical Workers, International | 339 |
| Canadian Broadcasting Corp. | 310-312 | Bar Association, Federal Communications | 339; 345 | Bureau, Broadcast Measurement | 440 |
| CBS Network, 1944 | 278-290 | Bell Telephone Labs. | 442 | | |
| Index of, in 1944 Yearbook | 446 | Better Business Bureau, National | 444 | | |
| Mutual Network, 1944 | 292-294 | Bibliography of literature pertaining to radio | 489 | | |
| NBC Network | 296-308 | Billings— | | | |
| National & Regional | 234-268 | Clients and agencies on major networks 1944 | 28; 30 | | |
| Program Popularity in 1944 | 38 | Estimated gross 1944 | 20 | | |
| Using U. S. Networks, 1944 | 270-308 | Gross by products | 20 | | |
| Agencies Handling Radio, U. S. | 201-220 | Major networks, monthly, 1927-44 | 28 | | |
| Agencies Placing Blue Business | 270-276 | Net time sales, 1943-44 | 19 | | |
| Agencies Placing Canadian Business | 310-312 | Blue Network— | | | |
| Agencies Placing CBS Business | 278-290 | Account billings | 28-32 | | |
| Agencies Placing Mutual Business | 292-294 | Advertisers using during 1944 | 270 | | |
| Agencies Placing NBC Business | 296-308 | Billings by agencies | 30 | | |
| Agencies of National & Regional Sponsors | 234-268 | Billings by clients | 190 | | |
| Advertising— | | Executives and Staff | 28 | | |
| Broadcast, in 1944 | 19 | Gross monthly time sales, 1938-44 | 191 | | |
| Canadian Agencies | 221 | Map of network | 198 | | |
| Combined Broadcast Income | 174 | Owned and managed stations | 198 | | |
| Division of Commercial Network Time | 42 | Bolivia stations | 430 | | |
| Gross Billings, Major Networks | 28; 30 | Booking agencies handling talent | 314-332 | | |
| Reference Books on Radio | 439 | Books on radio | 439 | | |
| Station Representatives | 222-232 | Brazil stations | 430-432 | | |
| Statistical Services | 439 | Bridges-Murphy stations | 298 | | |
| Trade Associations | 440 | British Broadcasting Corp. | 229 | | |
| War Advertising Council | 200 | British Columbia Stations | 178-180 | | |
| Advertising Federation of America | 440 | British Guiana stations | 432 | | |
| Advertising & Trade Assns. | 440 | British Honduras stations | 422 | | |
| Agencies— | | British United Press Ltd. | 445 | | |
| Advertising, U. S. | 201-220 | Broadcast advertising in 1944 | 19 | | |
| Canadian Advertising | 221 | Broadcast Measurement Bureau | 440 | | |
| Government, dealing with radio | 200 | Broadcast Music Inc. | 444 | | |
| Network accounts placed by Canadian, 1944 | 310-312 | Broadcast service income 1943 | 174 | | |
| Network accounts placed by U. S. in 1944 | 278-308 | Broadcasting equipment manufacturers | 348-371 | | |
| Network Gross Billings by | 32 | Broadcasting stations— | | | |
| Talent & booking | 314-332 | Blue Network owned and managed | 198 | | |
| Agriculture, Dept. of War Food Adm. | 200 | Canada, directory by Provinces | 178-188 | | |
| Alabama— | | Canadian, by call letters | 416 | | |
| Directory of stations | 78 | Central and South American | 422-438 | | |
| News editors | 54 | Combined income, 1943 | 174 | | |
| Newspaper affiliated stations | 60 | CBS owned | 198 | | |
| Alaska— | | Cost, estimated | 372-374 | | |
| Directory of stations | 176 | Educational FM | 418 | | |
| News editors | 56 | | | | |
| Newspaper affiliated stations | 381 | | | | |
| Alberta Stations, Directory of | 178 | | | | |
| Allen, George H., manager & secretary, CAB, program popularity in 1944 | 88-44 | | | | |
| Allocations, proposed, above 25,000 kc | 396 | | | | |
| American Assn. of Advertising Agencies | 440 | | | | |
| American Broadcasting Co. (See Blue Network) | 190 | | | | |
| American Federation of Labor | 339 | | | | |
| American Federation of Musicians | 339 | | | | |
| American Federation of Radio Artists | 339 | | | | |
| American Newspaper Publishers Assn. | 440 | | | | |
| American Radio Relay League | 445 | | | | |
| American Society of Composers, Authors & Publishers | 444 | | | | |
| Announcements by radio in OWI campaigns | 346 | | | | |
| Argentina stations | 428-430 | | | | |
| Arizona— | | | | | |
| Broadcasting Co. | 340 | | | | |
| Directory of Stations | 78 | | | | |
| Network | 340 | | | | |
| Newspaper affiliated stations | 60 | | | | |
| News editors | 54 | | | | |
| Arkansas— | | | | | |
| Directory of Stations | 74 | | | | |
| Network | 340 | | | | |
| Newspaper affiliated stations | 60 | | | | |
| News editors | 54 | | | | |
| Arrowhead Network | 340 | | | | |
| Artists, Talent Booking cmfwy cmfw shm | 314-332 | | | | |
| Artists, talent booking agencies | 314-332 | | | | |
| Associated Music Publishers, Inc. | 444 | | | | |
| Associated Press— | | | | | |
| Press Assn. Executives | 445 | | | | |
| Radio subscribers | 78-176 | | | | |
| Asn. of Canadian Advertisers | 440 | | | | |
| Asn. of National Advertisers | 440 | | | | |
| Associations— | | | | | |
| Advertising & Trade | 440 | | | | |
| Clear channel broadcasting | 445 | | | | |
| Educational groups | 445 | | | | |
| Federal Communications Bar | 339; 445 | | | | |
| FM Broadcasters, Inc. | 445 | | | | |
| Institute of Radio Engineers | 445 | | | | |
| Labor organizations dealing in | 445 | | | | |

Quick Index to Major Directories and Data

| | |
|---|---------|
| Advertisers Using National Networks in 1944 | 270-308 |
| Advertising Agencies, U. S. | 201-220 |
| Advertising Agencies, Canada | 221 |
| Broadcast Advertising, 1944 | 19 |
| Canadian Broadcasting Corp. Advertisers, 1944 | 310 |
| Canadian Networks & Groups | 189 |
| Canadian Stations by Call Letters & Frequencies | 416 |
| Canadian Stations by Provinces | 178-188 |
| Directory of U. S. Stations by States | 73-176 |
| Equipment Manufacturers, Directory of | 348-371 |
| FCC Executives & Staff | 339 |
| FCC Regulations, Amendments to | 388-396 |
| FM Commercial Stations, U. S. | 420 |
| Government Agencies Dealing with Radio | 200 |
| Group Ownership, U. S. Stations | 198 |
| Highlights & Headlines, 1944 | 335-338 |
| How to File Applications with FCC | 378-379 |
| Index to Advertisers | 446 |
| International Broadcasting Stations, U. S. & Canada | 402 |
| Major Networks Gross Time Sales | 28-32 |
| National Assn. of Broadcasters | 344-346 |
| National & Regional Radio Advertisers | 234-268 |
| Network Billings by Agencies | 32 |
| Newspaper-Radio Ownership Affiliation | 60-68 |
| Program Popularity in 1944 | 38 |
| Proposed Allocations, 25-30,000 Mc | 396 |
| Radio Correspondents Assn. | 58 |
| Radio Homes in U. S. | 68 |
| Radio's Contribution to War Campaigns | 346 |
| Radio's Honor Roll | 52 |
| Regional Networks, U. S. | 340-342 |
| Services Related to Broadcasting | 440-445 |
| South & Central American Stations | 422 |
| Station Representatives | 222-232 |
| Television Stations, U. S. | 418 |
| Transcription, Production & Related Services | 314-332 |
| U. S. Stations by Call Letters | 407 |
| U. S. Stations by Frequencies | 410 |

What it takes . . .

IT TAKES more than great stars, able producers, outstanding script writers, clever supporting casts, brilliant musicians, skillful commercial writers, to make great radio shows.

It takes mutual understanding and respect for each others' ability, so that each inspires the others to work towards the common goal of success.

Without this inspiration, you may have a group of brilliant individuals. But only with it can you create great radio programs.

All Young & Rubicam joins our Radio Division in thanking the participants of the following programs for their great understanding and co-operation.



The Adventures of Ozzie and Harriet
International Silver Company

The Adventures of The Thin Man
General Foods Corporation

The Alan Young Show
Bristol-Myers Company

The Aldrich Family
General Foods Corporation

Bright Horizon
Lever Brothers Company

Dinah Shore's Open House
General Foods Corporation

Duffy's Tavern
Bristol-Myers Company

Eddie Cantor
Bristol-Myers Company

Edwin C. Hill
Johnson & Johnson

Ed Wynn Show
The Borden Company

The G-E House Party
General Electric Company

George Burns and Gracie Allen
Lever Brothers Company

Great Moments in Music
Celanese Corporation of America

Hop Harrigan
General Foods Corporation

Inner Sanctum
Thomas J. Tipton, Inc.

Joyce Jordan, M. D.
General Foods Corporation

The Kate Smith Hour
General Foods Corporation

"Kate Smith Speaks"
General Foods Corporation

The March of Time
Time, Inc.

Mystery Theatre
The Molle Company

The New Adventures of Sherlock Holmes
Petri Wine Company

The Roy Rogers Show
The Goodyear Tire & Rubber Company

Those We Love
General Foods Corporation

Two On a Clue
General Foods Corporation

"We The People"
Gulf Oil Corporation

YOUNG & RUBICAM, INC.

Advertising

New York • Chicago • Detroit • San Francisco • Hollywood
Montreal • Toronto • London

INDEX TO CONTENTS OF 1945 YEARBOOK NUMBER

(Continued from page 2)

| | | | |
|--|---|---|---|
| <p>Colorado— Directory of Stations 80-82 Newspaper affiliated stations 60 News editors 54 Columbia Broadcasting System— Advertisers using, 1944 278-290 Billings by agencies 32 Billings by clients 32 Executives & Staff 192 Gross monthly time sales, 1927-44 28 Map of network 198 Owned stations 198 Combined billings of major networks, 1927-44 28-32 Combined broadcast service income, 1943 174 Commerce, Dept. of 200 Commercial FM stations, U. S. 420 Commercial television stations, U. S. 418 Committee of the NAB 344-346 Communications Bar Assn., Federal 339; 445 Communications Commission, Federal 398 Congress of Industrial Organizations 839 Congress, radio correspondents galleries of 58 Connecticut— Directory of Stations 82 FM stations 420 Newspaper affiliated stations 60 News editors 54 State Network 340 Construction freeze order 50 Consulting radio engineers 440 Contributions by radio to war 346 Cooperative Analysis of Broadcasting 38; 442 Coordinator of Inter-American Affairs, Office of 200 Copyright, music licensing groups 444 Corn Belt Wireless Rebroadcasting Service 340 Correspondents, radio, in Congress 58 Costa Rica stations 422 Costs, estimated of stations 372-374 Count of stations by years 19 Cowles Broadcasting Co. 198 Crossley Inc. 442 Cuba stations 422-424</p> <p style="text-align: center;">D</p> <p>Dairyland Network 340 Daniel Boone Regional Network 340 Data— Applications with FCC, how to file 378-379 Audience Analyses, by Hooper 46 Blue Network clients 1944 270-276 Books on radio 439 Broadcast Advertising, 1944 19 Comparison of program types 42 CAB analysis of program popularity, 1944 38-44 FCC regulations, amendments to 389-392 Highlights & Headlines 1944 335-338 Major networks gross billings 28 Markets 19; 38; 46; 439; 440 National, regional advertisers 234-268 Net time sales, 1943-44 19 Radio's 1943 income 174 Retail set sales, 1922-44 50 Sets in use 46; 50 Delaware station, directory of 85 Delaware stations, newspaper affiliated 60 Developmental FM stations 372 Districts, NAB 344 Directory— Canadian stations 178-188 Central & South American stations 422-438 Equipment manufacturers 348-371 U. S. stations 73-176 District of Columbia— Directory of Stations 84 Newspaper affiliated stations 60 News editors 54 Districts, NAB 344 Division of Commercial Network Time by Program Types 42 Dominican Republic stations 424 Don Lee Broadcasting System— Network 340 Stations 198</p> <p style="text-align: center;">E</p> <p>Economic Stabilization, Office of 200 Ecuador stations 436 Editors, news, Canada stations 56 Editors, news, U. S. stations 54-56 Educational groups, radio 445 Educational non-commercial stations 418 Electrical Workers, International Brotherhood of 839 El Salvador stations 424 Employment figures, radio 381 Engineering Committee NAB 344 Engineers, consulting radio 440 Engineers, Institute of Radio 445</p> | <p>Engineers & Technicians, National Assn. of Broadcast 399 Equipment Manufacturers, Directory of 348-371 Estimated costs of broadcast stations 372-374 Estimated gross billings 1944 20 Executives & staff— Advertising agencies, U. S. 201-220 American Broadcasting Co. (Blue) 190 British Broadcasting Corp. 269 Broadcasting stations, Canada 178-188 Broadcasting stations, U. S. 73-176 Canadian advertising agencies 221 Canadian Broadcasting Corp. 346 Columbia Broadcasting System 192 Federal Communications Bar Assn. 445 Federal Communications Commission 398 Group ownership in U. S. 198 Mutual Broadcasting System 194 National Assn. of Broadcasters 344 National Broadcasting Co. 196 Regional networks, U. S. 340-342 Experimental FM stations, U. S. 372 Experimental television stations 418</p> <p style="text-align: center;">F</p> <p>Federal agencies dealing in radio 200 Federal Communications Bar Assn.— Members 339 Officers 445 Federal Communications Commission— Accounting Offices 400 Amendments to regulations 388-392 Attorneys practicing before 398 Executives & Staff 398 Field offices 400 Freeze order, 1945 50 How to file applications with 378-379 Monitoring stations 400 Past members of Federal Radio Commission & FCC 398 Proposed allocations above 25,000 kc 396 Federal Radio Commission (former) 398 Federal Radio Education Committee 445 Federation of Musicians, American 339 Financial Advertisers Assn. 440 Fitzpatrick-Richards Stations 198 Florida— Directory of Stations 84-86 Newspaper Affiliated Stations 60 News Editors 54 FM (Frequency Modulation)— Commercial Stations, U. S. 420 Cost, Estimated 372-374 Developmental Stations 372 FM Broadcasters Inc. 445 Noncommercial Educational, U. S. Temporary Class 2 Experimental Stations 374 Foothills Group (Canada) 189 Fort Industry Co. Stations 192 Frequencies, Canadian Stations by 416 Frequencies, Proposed Allocation of, 25-30,000 mc 396 Frequencies, U. S. Stations by 410-414 Frequency Measuring Services 440 Freeze Order, WPB-FCC 50</p> <p style="text-align: center;">G</p> <p>Gannett Newspapers' Stations 198 General Tire & Rubber Co. Stations Georgia— 198 Broadcasting System 86-88 Directory of Stations 86-88 Newspaper Affiliated Stations 60 News Editors 54 Government Agencies Dealing with Radio 200 Gross Billings, Estimated 1944 20 Gross Billings, Major Networks 28-30 Gross Billings by Products, 1943-44 20 Group Ownership, U. S. Stations 198 Guatemala Stations 424 Guild, Radio Writers 339</p> <p style="text-align: center;">H</p> <p>Haiti Stations 424 Hawaiian Islands— Directory of Stations 176 Newspaper Affiliated Stations 381 News Editors 56 Hearst Radio Inc. 198 Highlights & Headlines 1944 335-338 Homes in U. S. with radios 68 Honduras Stations 424 Honor Roll, Radio's 52 Hooper, C. E., Inc. 46; 442 Houde Group (Canada) 189 How to File Applications for Radio Stations 378-379 Howe-Snowden Stations 198</p> <p style="text-align: center;">I</p> <p>Idaho News Editors 54 Idaho Stations, Directory of 90</p> | <p>Illinois— Directory of Stations 90-94 FM Stations 420 Newspaper Affiliated Stations 60 News Editors 54 Income, Combined Broadcast Service Index— Advertisers Using 1945 Yearbook By States, Territories U. S. 73-176 Sets in Use 46 Indiana— Directory of Stations 96 FM Stations 420 Newspaper Affiliated Stations 60 News Editors 54 Individual Station Representation 282 Industries, Account Billings by 50-52 Institute for Education by Radio 445 Institute of Radio Engineers 445 Insurance Committee, NAB 344 Inter-American Affairs, Coordinator of 200 Intercollegiate Broadcasting System Interior Dept. 442 Intermountain Network 340 International— Broadcasting Stations U. S. & Canada 402 Brotherhood of Electrical Workers Newfoundland Stations 268 Shortwave Stations, U. S. by Call Letters 408 International News Service— Executives 445 Radio Subscribers 73-176 Iowa— Directory of Stations 98 Newspaper Affiliated Stations 60 News Editors 54</p> <p style="text-align: center;">J</p> <p>Justice, Dept. of 200</p> <p style="text-align: center;">K</p> <p>Kansas— Directory of Stations 100-102 Newspaper Affiliated Stations 60 News Editors 54 State Network 340 Kennedy, John A., stations 198 Kentucky Newspaper Affiliates Stations 64 Kentucky News Editors 54 Kentucky Stations, Directory of 100-102 Keystone Broadcasting System 198</p> <p style="text-align: center;">L</p> <p>Labor— American Federation of 339 Board, National War 200 Executive Committee, NAB 344 Groups Dealing with Radio 339 Latin American Stations 422-438 Lawyers Practicing Before FCC 339 Legal Review, FCC 378-379 Legislative Committee, NAB 344 Libraries, Transcriptions, Program 314-322 Licensing Groups, Music 444 Listener & Market Data, Books on 439 Listening Audience Trends 38; 46 Literature Pertaining to Radio -439 Lone Star Chain 340 Louis, John J. Stations 198 Louisiana— Directory of Stations 102-104 FM Stations 420 Newspaper Affiliated Stations 60 News Editors 54</p> <p style="text-align: center;">M</p> <p>Maine— Directory of Stations 104 Newspaper Affiliated Stations 64 News Editors 54 Major Events of 1944 335-338 Major Networks Gross Billings 30 Managers, U. S. stations 73-176 Manitoba Stations 180 Manitoba Telephone Co. Stations (Canada) 189 Manufacturers Assn., Radio 445 Manufacturers of Broadcasting Equipment 348-371 Maps— Blue Network 191 Canadian Broadcasting Corp. 189 CBS Network 198 MBS Network 195 NBC Network 197 Radio Homes, U. S. 68 Maritime Commission, U. S. 200 Market— NAB Small Market Stations Committee 344 Reference Books 439 Research & Marketing Groups 440 Maryland— All-Home Network 340 Directory of Stations 104 Newspaper Affiliated Stations 64 News Editors 54 Mason Dixon Radio Group 340 Massachusetts— Directory of Stations 106 FM Stations 420</p> | <p>Newspaper Affiliated Stations 64 News Editors 54 McClatchy Broadcasting Co. Stations 198 McClung Stations 198 Measuring Services, Frequency 440 Measurement Bureau, Broadcast 442 Media Records Inc. 398 Members of FCC 398 Mexico Stations 424-428 Michigan— Directory of Stations 108-110 FM Stations 420 Newspaper Affiliated Stations 64 News Editors 54 Radio Network 340 Minnesota— Directory of Stations 110-112 Newspaper Affiliated Stations 64 News Editors 54 Miscellaneous Services & Organizations 442 Mississippi— Directory of Stations 112-114 Newspaper Affiliated Stations 64 News Editors 54 Missouri— Directory of Stations 114-118 FM Stations 420 Newspaper Affiliated Stations 64 News Editors 54 Monitoring Stations FCC 400 Montana— Directory of Stations 118 Newspaper Affiliated Stations 64 News Editors 54 Monthly Gross Time Sales by Networks 98 Murphy-Bridges Stations 198 Music Licensing Groups 444 Mutual Broadcasting System— Advertisers, 1944 292-294 Billings by Agencies 32 Billings by Clients 30 Executives & Staff 194 Gross Monthly Time Sales, 1935-44 28 Map of Network 195 Musak Corp. 444</p> <p style="text-align: center;">N</p> <p>National Assn. of Broadcast Engineers & Technicians 339 National Assn. of Broadcasters 344 National Assn. of Educational Broadcasters 445 National Broadcasting Co.— Advertisers Using Network During 1944 296-308 Executives & Staff 196 Gross Monthly Time Sales, 1927-40 28 Map of network 197 Owned & Operated Stations 198 National Network Gross Billings by Products, 1943-44 20 National Networks Gross Monthly Time Sales, 1927-44 28 National & Regional Radio Advertisers 234-268 National Representatives of Stations 222-231 National Retail Dry Goods Assn. 446 National War Labor Board 204 Navy Dept. 204 Nebraska— Directory of Stations 118-121 Newspaper Affiliated Stations 64 News Editors 54 Net Time Sales, Radio 1943-44 11 Net Time Sales, Total Radio, 1937-44 21 Networks— Accounts, Gross Billings 28-31 Blue Advertisers in 1944 270-271 Blue Executives & Staff 191 Blue Network Map 191 Blue Owned and Managed Stations 191 British Broadcasting Corp. 268 Canadian 18 Canadian Broadcasting Corp. 34 CBC Advertisers, 1944 310-311 CBC Network Map 18 CBS Advertisers, 1944 278-281 CBS Executives & Staff 191 CBS Map 19 CBS Owned Stations 19 Combined Broadcast Service Income, 1943 17 Keystone Broadcasting System 19 MBS Advertisers, 1944 292-293 MBS Executives & Staff 19 MBS Map 19 NBC Advertisers, 1944 296-30 NBC Executives & Staff 19 NBC Map 19 NBC Owned & Operated Stations 19 Regional, U. S. 340-344 Weekly Payroll 38 Nevada— Directory of Stations 12 Newspaper Affiliated Stations 6 News Editors 5 New Brunswick Stations, Directory of 18 New England Regional Network 34 New Hampshire— Directory of Stations 12 Newspaper Affiliated Stations 6 News Editors 5</p> |
|--|---|---|---|

BBDO Newsletter

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Advertising

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT



ALL RADIO SUCCESSES are not necessarily half-hour programs. Joseph C. Harsch presents "The Meaning of the News" every weekday evening in a 5-minute analysis for B. F. Goodrich. Ratings show an audience that many a half-hour show would enjoy.



"I'M CHIQUITA BANANA and I've come to say, Bananas have to ripen in a certain way! Thus Chiquita, in her rhythmic Latin manner, tells housewives about the proper care of bananas. A new radio spot for United Fruit that makes a hit tune out of an educational story! Words and music by BBDO.



SAYS BILLIE BURKE, "I have the nicest sponsor. He just sits quietly in the kitchen all day long freezing." Miss Burke stars in the Saturday morning comedy for Servel refrigerators. Her commercial is one of the program's high-spots, as shown by the CBS program analyzer.



"WHAT PRODUCT IS ADVERTISED?" The Crossley reports show that during the last 3 months Armstrong's Theatre of Today brought more right answers—"Armstrong's Quaker Rugs"—than any other half-hour dramatic show in daytime radio. On CBS Network Saturdays, 12 noon. E.W.T.



CURRENT RATINGS show that Du Pont's Cavalcade of America outranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser... same agency for 10 consecutive years. That's the record of Cavalcade!



TOWN CRIER rings in "America's Town Meeting of the Air." Reader's Digest now sponsors this famous forum because of people's need to hear both sides of vital issues at this critical time. Promotion includes advertising in 150 papers featuring comics, newspaper advertisements and page 1 "readers."

INDEX TO CONTENTS OF 1945 YEAR BOOK NUMBER

(Continued from page 4)

| | | | |
|---|---|--|--|
| <p>New Jersey— Directory of Stations..... 122 FM Stations..... 420 Newspaper Affiliated Stations..... 64 News Editors..... 54 New Mexico— Directory of Stations..... 122 Newspaper Affiliated Stations..... 64 News Editors..... 54 New York— Directory of Stations..... 122-132 FM Stations..... 420 Newspaper Affiliated Stations..... 64 News Editors..... 54 Newfoundland Stations..... 268 Newspaper Ownership Affiliation, U. S. 60-66; 381 News Committee, NAB..... 344 News Editors, U. S. Stations..... 54-56 News Highlights of 1944..... 335-338 News Services Radio..... 445 Nicaragua Stations..... 428 Noncommercial Educational FM Stations, U. S. 418 North Carolina— Directory of Stations..... 132-134 FM Stations..... 420 Newspaper Affiliated Stations..... 64 News Editors..... 54-56 North Central Broadcasting System 342 North Dakota— Directory of Stations..... 134-136 Newspaper Affiliated Stations..... 64 News Editors..... 56 Northern Broadcasting & Publishing Ltd. (Canada)..... 189 Northern Quebec Broadcasting System (Canada)..... 189 Northwest Network..... 342 Nova Scotia Stations, Directory of Nunn, J. Lindsay & Gilmore Stations..... 198</p> <p style="text-align: center;">O</p> <p>Office Forms & Practices Committee, NAB..... 344 Office of Price Administration..... 200 Office of War Information— Chart of Radio's Part in War Information Campaign..... 346 Executives & Staff..... 200 Official Count, U. S. Stations..... 19 Ohio— Directory of Stations..... 136-140 FM Stations..... 420 Newspaper Affiliated Stations..... 64-66 News Editors..... 56 Oklahoma— Directory of Stations..... 142 Network..... 342 Newspaper Affiliated Stations..... 66 News Editors..... 56 Publishing Co. Stations..... 193 Ontario Stations..... 183-186 Operating Costs AM, FM, Video..... 372-374 Oregon— Directory of Stations..... 142-144 Newspaper Affiliated Stations..... 66 News Editors..... 56 Organizations— Federal Communications Bar Assn. 389; 445 Labor..... 339 National Assn. of Broadcasters..... 344 Relating to Broadcasting..... 440 Ownership, Group..... 198 Ownership of Stations, Directory..... 73-176</p> <p style="text-align: center;">P</p> <p>Pacific Advertising Assn. 440 Pacific Broadcasting Co. 342 Panama Stations..... 428 Paraguay Stations..... 436 Payroll, Radio's..... 381 Pennsylvania— Directory of Stations..... 144-148 FM Stations..... 420 Newspaper Affiliated Stations..... 66 News Editors..... 56 Periodicals, Radio..... 439 Perry, John H., Stations..... 198 Peru Stations..... 436-438 Points for Radio Applicants..... 378-379 Popularity of Programs in 1944..... 38-44 Premium Advertising Assn. of America..... 440 Presidents of NAB..... 344 Press Assn. Inc. 445 Press News Limited..... 445 Price Administration, Office of..... 200 Prince Edward Island Stations..... 186 Program— Directors Committee NAB..... 346 Comparison by Types..... 42</p> | <p>Leaders in 1944..... 38; 46 Popularity in 1944..... 38-44 Producing Services..... 314-332 Proposed Allocations, 26-30,000 mc. 396 Proprietary Assn. of America..... 440 Public Relations Committee NAB..... 344 Publications on Radio..... 439 Publicity & Public Relations Services..... 444 Pulse, Inc., The..... 442 Puerto Rico News Editors..... 56 Puerto Rico Stations, Directory of 176</p> <p style="text-align: center;">Q</p> <p>Quaker Network..... 342 Quebec Stations..... 186-188</p> <p style="text-align: center;">R</p> <p>Radio— Advertisers, National & Regional. 234-268 Advertising, Literature on..... 439 Agencies Handling, U. S. 201-220 Associations & Committees..... 445 Correspondents Galleries..... 58 Directors Guild..... 339; 445 Educational Groups..... 445 Engineers, Consulting..... 440 Engineers, Institute of..... 445 Equipment, Manufacturers of..... 348-371 Executives Club Inc. 445 Highlights & Headlines 1944..... 335-338 Homes in U. S., Map of..... 68 Honor Roll..... 52 Manufacturers Assn. 445 Net Time Sales, 1948-44..... 19 Net Time Sales, Total. 1937-44..... 20 News Committee NAB..... 344 News Services..... 445 Participation in War Campaigns Payroll..... 381 Program Popularity in 1944..... 38-44 Receiving Sets..... 49 Reference Books..... 439 Set Sales, 1922-44..... 50 Stations by Call Letters, U. S. 407-408 Stations, Canada..... 178-188 Stations by Frequencies, U. S. 410-414 Stations, Newspaper Affiliated, U. S. 60-64; 381 Stations, by States & Territories, U. S. 73-176 Stations by Years..... 19 War Information Campaigns..... 346 Ranking Program Leaders 1944..... 38; 46 Receiving Set Sales, 1922-44..... 50 Recording Equipment, Manufacturers of..... 348-371 Recording Services..... 314-332 Reference Books on Radio..... 439 Regional, National Radio Advertisers..... 234-268 Regional Networks, U. S. 340-342 Regulations, Amendments to FCC..... 388-392 Representatives— Canadian Stations..... 269 Individual Stations..... 232 U. S. Stations..... 222-232 Research— Broadcast Measurement Bureau..... 440 Committee NAB..... 344 Organizations..... 440 Retail Set Sales, 1922-44..... 50 Reuters Ltd. of London..... 445 Revenue, Networks..... 28-32 Review, Legal, FCC..... 378-379 Review of 1944..... 335-338 Rhode Island News Editors..... 56 Rhode Island Stations, Directory of Richards-Fitzpatrick Stations..... 198 Rines, Adeline B., Stations..... 198 Rocky Mountain Radio Council..... 445 Rules, Amendments to FCC..... 388-392 Ryan, J. Harold, Pres. NAB..... 344</p> <p style="text-align: center;">S</p> <p>Sales— Advertising Agencies Handling Radio, U. S. 201-220 Combined Broadcast Service..... 174 Managers Executive Committee NAB..... 344 National, Regional Advertisers..... 234-268 Networks Gross Billings..... 28-32 Radio Net Time, 1948-44..... 19 Radio's 1948 Broadcast Income..... 174 Retail Radio Set..... 50 Revenue, Networks..... 28-32 Station Representatives..... 222-232 Total Radio Net Time. 1937-44..... 20 Saskatchewan Stations, Directory of School Broadcast Conference..... 445 Scripps-Howard Group..... 198 Script-of-Month Selections, War..... 400</p> | <p>Script, Talent & Related Services..... 314-332 Services— Broadcast Measurement Bureau..... 440 Clear Channel..... 445 Consulting..... 440 Frequency Measuring..... 440 Miscellaneous..... 442 Music Licensing Groups..... 444 Publicity & Public Relations..... 444 Radio News..... 445 Related to Business of Broadcasters..... 440 Statistical & Advertising..... 439 Television..... 418 Transcription, Program, Script, etc. 314-332 SESAC Inc. 444 Set Sales, Retail, 1922-44..... 50 Sets in Use Index..... 46-48 Shortwave Stations, International, U. S. & Canada..... 402 Small Market Stations Committee NAB..... 344 Snowden-Howe Stations..... 198 Society of Jewish Composers, Publishers & Song Writers..... 444 South American Stations..... 422-438 South Carolina— Directory of Stations..... 150 Newspaper Affiliated Stations..... 66 News Editors..... 56 South Central Quality Network..... 342 South Dakota— Directory of Stations..... 150 Newspaper Affiliated Stations..... 66 News Editors..... 56 Southern California Broadcasters Assn. 445 Southern Minnesota Network..... 342 Spectrum Allocations, Proposed, 25-30,000 mc. 396 Sponsored Program Distribution..... 42 Spot Broadcasting..... 19 State Department..... 200 Stations— Broadcast, by years..... 19 Canadian, by Call Letters..... 416 Canadian, by Province..... 178-188 Central and South American..... 422-438 Educational, U. S. 420 FM Commercial, U. S. 198 Group Ownership, U. S. & Canada..... 402 Newfoundland, Directory of..... 344 Newspaper Affiliated..... 60-64; 381 Representation, Individual..... 232 Representatives, U. S. 222-232 Small Market Committee, NAB..... 344 Television..... 418 U. S. by Call Letters..... 407-408 U. S. by Frequencies..... 410-414 U. S. by States & Territories..... 73-176 Statistical Services, Radio..... 439 Steinman Stations (Mason Dixon Group)..... 198 Surveys— Audience Analyses, 1944..... 46 Broadcast Advertising 1944..... 19 Census Bureau Set Data..... 50 Cost of Stations..... 372-374 Program Popularity 1944..... 38-44 Sets in Use..... 46; 50 Symons-Craney Stations..... 198</p> <p style="text-align: center;">T</p> <p>Talent Services..... 314-332 Technical Publications..... 439 Television— Broadcasters Assn. 445 Cost, Estimated..... 372-374 Services..... 418 Stations Authorized by FCC..... 418 Temporary Class 2 Experimental High Frequency Stations..... 374 Tennessee— Directory of Stations..... 152 FM Stations..... 420 Newspaper Affiliated Stations..... 66 News Editors..... 56 Territories & Possessions, Stations of U. S. 176 Texas— Directory of Stations..... 152-164 Newspaper Affiliated Stations..... 66 News Editors..... 56 Quality Network..... 342 State Network..... 342 Time Contributed by Radio to War Time Sales..... 346 Combined Broadcast Revenue..... 184 Net 1943-44..... 19 Networks Gross..... 28-32 National, Regional Advertisers..... 234-268 Tobacco Network..... 342</p> | <p>Trade Associations— Clear Channel Broadcasting Service..... 445 Federal Communications Bar Members..... 339 Federal Communication Bar Officers..... 445 FM Broadcasters Inc. 445 General..... 440 National Assn. of Broadcasters..... 344-346 Television Broadcasters Assn. 445 Trade Publications, Radio..... 439 Traffic Audit Bureau, Inc., The..... 442 Trans-Canada Communications Group (Canada)..... 189 Transcription Equipment Manufacturers..... 348-371 Transcription Network, Keystone Broadcasting System..... 198 Transcription Services..... 314-332 Transradio Press Service Inc. 445 Executives..... 176 Radio Subscribers..... 73-176 Treasury Department..... 200 Tri-City Stations..... 198 Typical OWI Radio Campaigns..... 346</p> <p style="text-align: center;">U</p> <p>United Office & Professional Workers of America..... 339 United Press Associations— Executives..... 176 Radio Subscribers..... 73-176 United States..... 73-176 Directory of Stations..... 73-176 Government Agencies Dealing with Radio..... 200 Group Ownership, U. S. 198 International Broadcast Stations, Standard Stations, Official Count..... 19 Unions Dealing in Radio Fields..... 339 Uruguay Stations..... 438 Utah— Directory of Stations..... 164 FM Stations..... 420 Newspaper Affiliated Stations..... 66 News Editors..... 56</p> <p style="text-align: center;">V</p> <p>Venezuela Stations..... 438 Vermont News Editors..... 56 Vermont Stations, Directory of..... 166 Veteran Wireless Operators Assn. 442 Virginia— Directory of Stations..... 164 Newspaper Affiliated Stations..... 66 News Editors..... 56</p> <p style="text-align: center;">W</p> <p>War Advertising Council..... 200; 441 War Campaigns, Radio's part in..... 341 War Department..... 20 War Heroes, Radio..... 5 War Information, Office of..... 20 War Labor Board, National..... 20 War Mobilization, Office of..... 20 War Production Board..... 20 War Production Board Freeze Order War-Script-of-Month Selectors..... 40 Washington— Directory of Stations..... 168-17 Newspaper Affiliated Stations..... 6 News Editors..... 5 Washington Radio Correspondents..... 5 West Virginia— Directory of Stations..... 170-17 Newspaper Affiliated Stations..... 6 News Editors..... 5 Network..... 34 Western Assn. of Broadcasters..... 44 Westinghouse Executives..... 44 Westinghouse Stations..... 19 Wilder, Harry C., Stations..... 19 Wireless Operators Assn., Veteran..... 44 Wisconsin— Directory of Stations..... 172-17 FM Stations..... 42 Newspaper Affiliated Stations..... 66; 38 News Editors..... 5 Network..... 34 Wolverine Network..... 34 Writers Services..... 314-33 Wyoming— Directory of Stations..... 17 Newspaper Affiliated Stations..... 5 News Editors..... 34 Yankee Network..... 335-338 Yearend Review..... 34</p> <p style="text-align: center;">Z</p> <p>Z-Bar Network..... 34</p> |
|---|---|--|--|

For the Combination That Clicks in St. Louis

SEE PAGE 115

KSD is owned and operated by the ST. LOUIS POST-DISPATCH. Nationally Represented by Free & Peters, Inc.

A Stable of Hot ones!

"TERRY & THE PIRATES"

for Quaker Puffed Wheat and Rice

"BILL STERN"

for Colgate Shave Creams

"THE MAN ON THE FARM"

SPOT. 46 STATIONS. 12 NOON SAT.

for Quaker Oats Poultry & Stock Feeds

"JUDY CANOVA"

for Halo Shampoo

"THE FAMILY FRIEND"

ONE MINUTE SPOTS. 258 STATIONS

*for the Dr. W. B. Caldwell Division
Sterling Drug, Inc.*

"OUCH"

ONE MINUTE SPOTS FOR CAMPHO-PHENIQUE,
COAST TO COAST

James F. Ballard Company

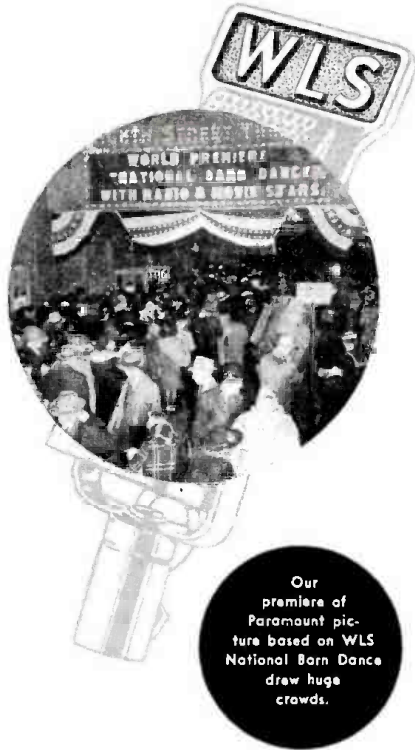
SHERMAN & MARQUETTE, INC.

CHICAGO · NEW YORK

Microphones at Work



Waste paper collected when WLS played Ottawa, Illinois provides relaxation for WLS comic Pat Buttram.



Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.



Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

in Midwest America

"We'll be there" is the phrase heard over four states and the huge city of Chicago, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new, 365 days a year. 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 of a busy year.

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 teach or inspire, entertain or help. This policy, in practice more than twenty years, has built an audience for *your* sales manager; an audience that LISTENS and ACTS!

WLS microphones are at work in Midwest America. Put them to work for *YOU*. WLS GETS RESULTS!



890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
**PRAIRIE
FARM
STATION**
HURRIDGE D. BUTLER
President
GLENN SNYDER
Manager



Part of crowd at Kewanee, Illinois, where WLS drew 7,500 to presentation of call, Baulah (daughter of Borden's famous Elsie) to 4-H youth.

REPRESENTED BY JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK, KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-LOWELL-DOUGLAS

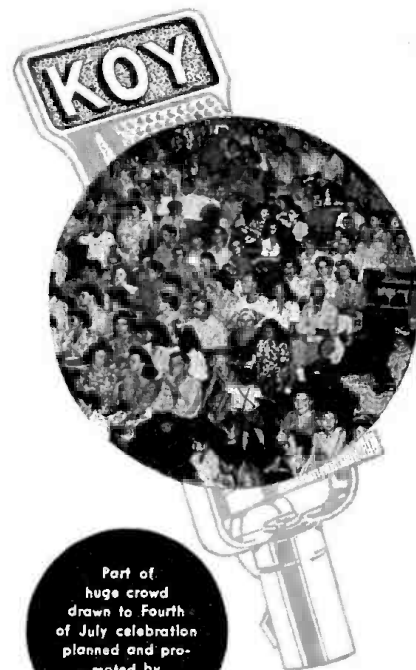
Microphones at Work



KTUC
 Manager Lee Little "launches" U.S.S. Tucson (replica) in special broadcast.



Ray Busey broadcast by direct wire to Arizona from the political conventions in Chicago.



Part of huge crowd drawn to Fourth of July celebration planned and promoted by KOY.

in Busy Arizona

Three active radio stations, making up *The Arizona Network*, carry the WLS policies into the west, roving Arizona from border to border, *doing things* to intensify listener interest and loyalty. In their respective communities, these stations, KOY, Phoenix; KTUC, Tucson; and KSUN, Bisbee-Lowell-Douglas, take the lead in devising and promoting civic events; local and state officials depend on them to publicize and "sell" every important campaign.

Paragraphs and pages could be packed with the simple listing of the many times Arizona network microphones have gone out of the studio to bring listeners the *living story* of some phase of Arizona life. The great Fourth of July celebration in Phoenix—the launching of the U.S.S. Tucson—the Phoenix Community Sings—these are *but a few* of the highlights of a year filled from January through December with vital radio activity; with *real service* from the three-station network that *covers* the growing *buying power* of Arizona.

The Arizona Network microphones are at work in Arizona. Put them to work for *YOU*.

The Arizona Network

KSUN
 Bisbee-Lowell
 Carl Morris, Manager
 1230 Kilocycles
 250 Watts



Al Johnson, Manager

550
 KILOCYCLES

ALL STATIONS AFFILIATED WITH CBS

KTUC
 TUCSON
 Lee Little, Manager
 1400 Kilocycles
 250 Watts

MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY

AM

Western

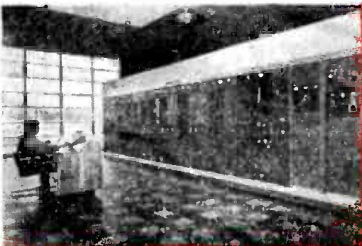
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communication.

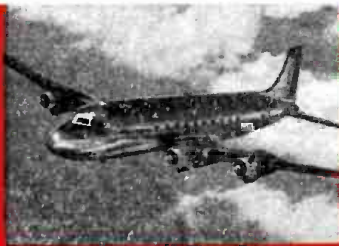
2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

There can be no question that both AM and FM are slated for important jobs in the world of tomorrow—in broadcasting, aviation, mobile and marine radio. And Western Electric will offer you the finest equipment of each type—backed by 76 years of leadership in making communications apparatus for almost every purpose.



BROADCASTING



AVIATION RADIO



MOBILE RADIO



MARINE RADIO

Western Electric has specialized

or FM

Electric equipment leads the way!



As a result of intensified wartime research at Bell Telephone Laboratories, of improved manufacturing techniques and increased production facilities at Western Electric, many new things are now being produced which will have peacetime applications.

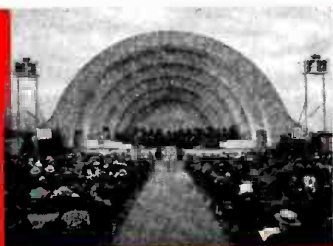
In the years of progress that lie ahead for radio, count on Western Electric to lead the way!



*Buy all the War Bonds you can
... and keep all you buy!*



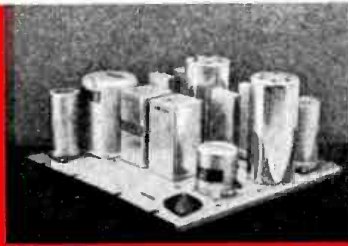
TELEVISION



SOUND SYSTEMS



ACOUSTIC INSTRUMENTS



COMPONENT PARTS

knowledge in all of these fields

Looks like
the
BLUE
is on
the way!



Here it is:

1. 600 radio editors and columnists vote *six* Blue Network Stars and Shows *first* place in *Motion Picture Daily's* Annual Radio Poll.

2. The Blue is the *only* one of the networks to show an *increase* over the number of first's won last year.

3. Blue programs made this increase in spite of the fact that *fewer awards* were made this year—only 26 as against 33!

Awards are nice things to win. By themselves perhaps they don't prove so much. On the other hand, to win *more* awards while others are winning *less* would seem to prove

that you're on the way.

And the Blue is going to keep right on going. *Not* getting old and set in its ways. *Not* losing its pep and drive and enthusiasm for new things. *Not* lying down in a comfortable radio rut. *Not* becoming smug or arrogant.

Because that's the kind of network the people of America want. And because that's the kind of network the *people* are going to want, that's the kind of network *advertisers* are going to want when once again the floodgates of merchandise are opened and competition goes into high gear.

Better keep your eye on the Blue!

EXTENDING CONGRATULATIONS TO 1944 RADIO POLL WINNERS!



MOST PROMISING STAR
ALAN YOUNG



BEST DAYTIME SHOW
BREAKFAST AT SARDI'S



BEST DANCE BAND
GUY LOMBARDO



BEST ANNOUNCER
MILTON CROSS

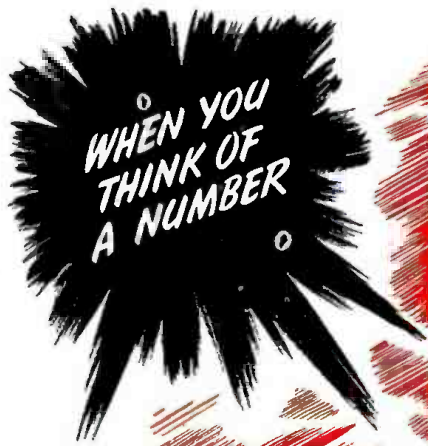


BEST COMMENTATOR
RAYMOND GRAM SWING



BEST INDIVIDUAL NEWS JOB
GEORGE HICKS

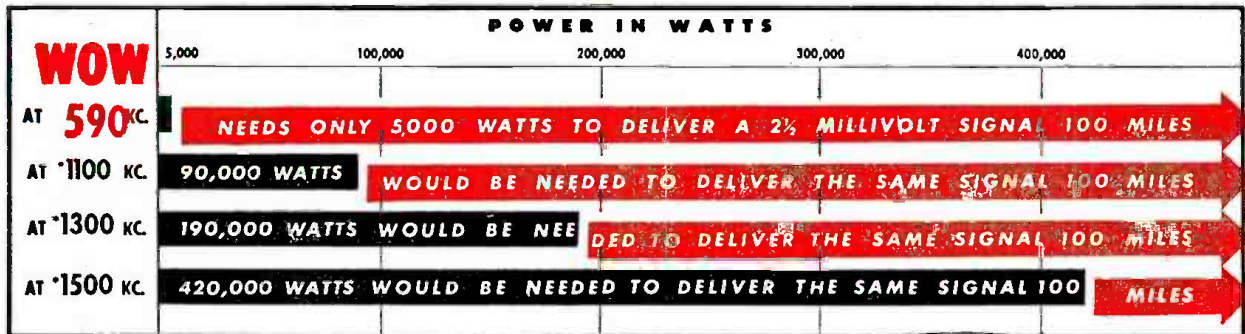
THIS IS THE *Blue* NETWORK
AMERICAN BROADCASTING COMPANY, INC.



590

Means Coverage!

WOW lays down a $2\frac{1}{2}$ millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much more power is needed to lay down a $2\frac{1}{2}$ millivolt signal 100 miles at higher frequencies.



IT'S A FACT - - -

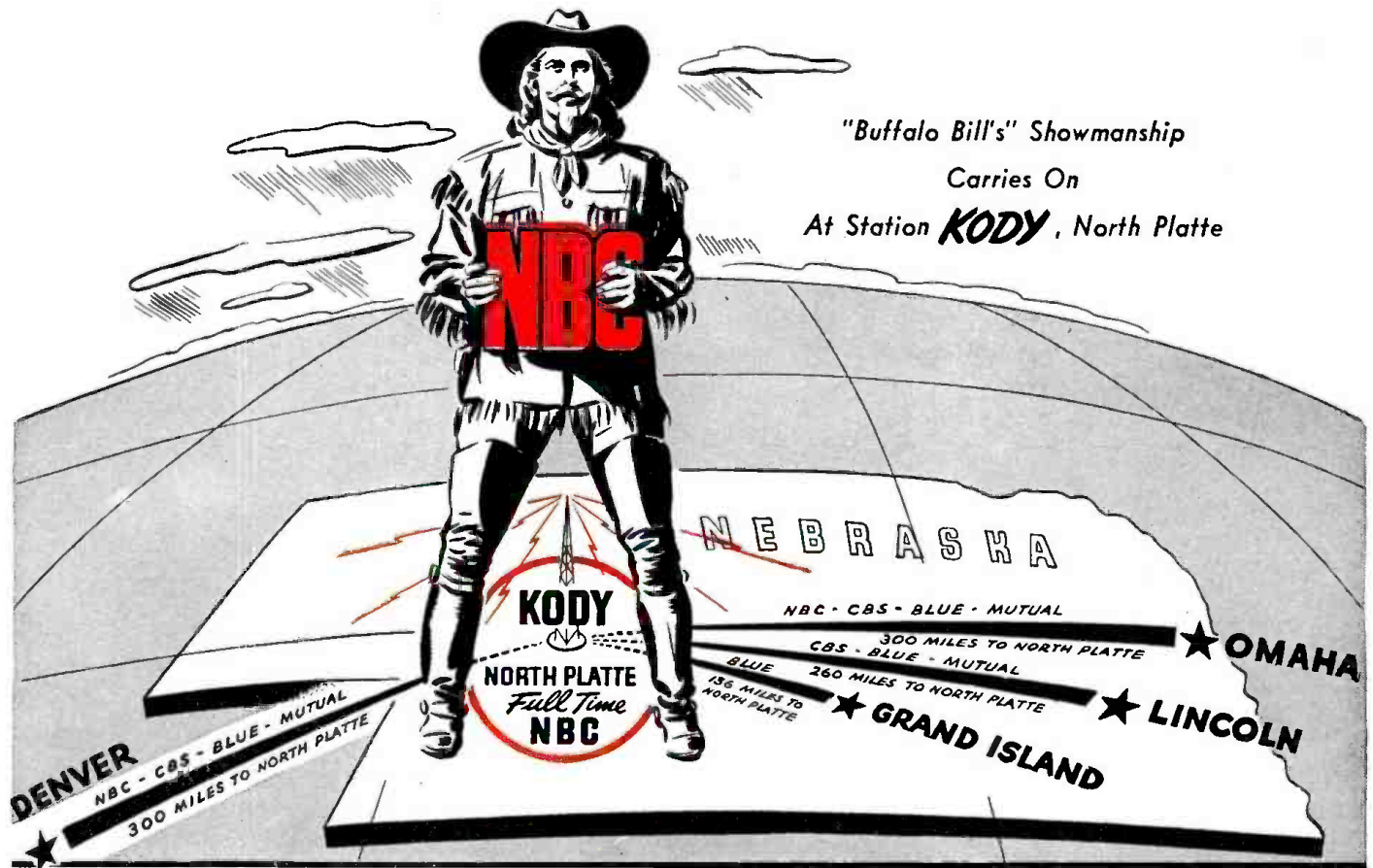
WOW is easily heard anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a 590-kc frequency.

WOW is listened to because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

*These are the approximate frequencies of other full-time stations in this area.

RADIO STATION
WOW INC.
 OMAHA, NEBRASKA
 590 KC • NBC • 5000 WATTS
 Owner and Operator of
KODY • NBC IN NORTH PLATTE
 JOHN J. GELLIN, JR., PRES. & GEN'L. MGR.
 JOHN BLAIR & CO., REPRESENTATIVES



"Buffalo Bill's" Showmanship
 Carries On
 At Station **KODY**, North Platte

Station KODY Blankets An Important Market*

*Adequately Served by **No** Other Station*



When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers—the richest spot he could find!

Today, on the site of Buffalo Bill's home ranch stands Station KODY, the

new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime network radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station—KODY. And they like it. This situation already has attracted 102 advertisers† to KODY. There are still choice availabilities.

THE NORTH PLATTE MARKET

Population: 131,115
 Value of Livestock and Grain Sold in 1943: \$93,700,000
 Union Pacific's North Platte Payroll for 1943: \$4,268,000
 Retail Sales: \$49,972,000

KODY Showmanship.

Two daily broadcasts from famous North-Platte Canteen . . . Associated Press . . . United Press and Chicago Daily News Foreign Service . . . Community Service and Special Events Programs Every Day.

IN FIVE MONTHS

†43 NBC ADVERTISERS . . . 12 National spot advertisers . . . and 47 local advertisers.



Owned and Operated by
RADIO STATION WOW, INC.

John J. Gillin, Jr., President
 JOHN BLAIR & CO., REPRESENTATIVE

THE
Nunn
STATIONS

Sell **FOUR**

WLAP

LEXINGTON, KENTUCKY
J. E. Willis, Manager

BLUE

MUTUAL

WCMI

Studios: ASHLAND, KENTUCKY
HUNTINGTON, W. VA.
L. D. Newman, Manager

MUTUAL

WBIR

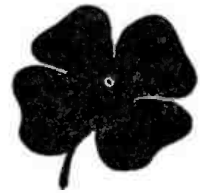
KNOXVILLE, TENNESSEE
John P. Hart, Manager

BLUE

KFDA

AMARILLO, TEXAS
Howard P. Roberson, Manager

BLUE



- The Nunn Stations are owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
- National Sales—John G. Ballard.
- Represented by the John E. Pearson Company . . . New York, Chicago and Kansas City.
- Sanford Helt, Chief Engineer.

IMPORTANT MARKETS



YOUR SALES SOAR ON THE NUNN FOUR!

Whether it's in Lexington's Bluegrass . . . Amarillo—Northwest Texas . . . the Ashland, Kentucky-Huntington, West Virginia Tri-State area . . . or Knoxville, Tennessee—you will find the Nunn stations PRODUCE SALES! The knowledge gained through aggressive, intelligent operation of these foremost stations in four most important markets assures you of the utmost in promotion and merchandising.



THANKS to a rapidly-increasing "library" of highly effective Sonovox transcriptions—developed for various sectional advertisers who do not advertise in many remaining markets—Wright-Sonovox can now offer a unique and invaluable service to other sectional advertisers in non-competitive areas.

Hooper ratings for network shows using Sonovox prove that Sonovox increases Sponsor Identification an average

of 44%—hence increases the actual value of radio by such margins as to make the cost of Sonovox an almost negligible part of radio expense.

This new Sonovox service is entirely separate from our established service for national advertisers, but on exactly the same high level of quality. If you handle any truly blue-ribbon local or sectional radio accounts, we will be glad to send you full details, and arrange auditions. *Write!*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives



CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 444 Madison Ave.
Plaza 5-4130

SAN FRANCISCO: 111 Sutter
Sutter 4353

HOLLYWOOD: 6331 Hollywood
Hollywood 2151

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and
Broadcast Advertising
1945 YEARBOOK
NUMBER



Copyright 1945, by Broadcasting Publications, Inc.

Vol. 28—No. 11-YB

WASHINGTON, D. C., FEBRUARY 15, 1945

\$5.00 Per Year, Yearbook Number Included

Broadcast Advertising In 1944

Including a 10-year Analysis, 1935-44

BROADCAST advertising in 1944 reflected the unprecedentedly high level of wartime prosperity experienced by the United States during the past year and reached a new all-time high of \$285,100,000 net time sales, according to estimates based on preliminary information available at this time.¹ This marks a gain of 25.0% over 1943 as compared to a 19.6% increase during the 1942-43 period.

Net time sales represent gross billings less frequency and promotional discounts and therefore are the gross receipts of the industry from the sale of time. These receipts are before the deduction of agency commissions, which are considered an expense of sales.

Since time sales account for about 95% of the medium's total income, it is probable that the total receipts of the broadcasting industry during the past year were in the neighborhood of \$300,000,000, although it is extremely difficult to estimate talent and miscellaneous receipts with any accuracy. If the approximately \$50,000,000 which it is estimated advertisers spend directly for talent and programs are added to the above figure, the grand total of expenditures for radio advertising in 1944 should reach about \$350,000,000.

Trends Within the Medium

Gains were general within all portions of the broadcasting medium during 1944, and in all cases were greater than during the preceding year. National network net time sales increased an estimated 21.2% as compared to a 19% increase during the preceding year. Network estimates are on the basis of gross receipts less certain duplications in network payments to stations as usually reported.

¹ Net time sales estimates have been based primarily on information for representative stations, together with information secured for certain networks.

| Class of business | 1943 ¹ | % Total | 1944 (Estimated) | % Total |
|--------------------------------------|-------------------|---------|------------------|---------|
| National network..... | \$100,051,718 | 44.1 | \$121,300,000 | 42.2 |
| Regional network..... | 4,593,967 | 2.0 | 6,200,000 | 2.2 |
| National & regional non-network..... | 59,352,170 | 26.0 | 75,000,000 | 26.3 |
| Local..... | 64,104,309 | 27.9 | 82,600,000 | 29.3 |
| Total net time sales..... | \$228,102,164 | 100.0 | \$285,100,000 | 100.0 |

¹ Source of 1943 statistics: FCC reports.

ed on the final FCC reports for a given year. Regional network advertising rose 34.9% during 1944, the largest gain in recent years.

National and regional nonnetwork (spot) advertising rose 26.3% during 1944. The 1944 gain in national and regional nonnetwork volume was materially greater than during the 1942-43 period when it rose but 16.4%.

Local broadcast advertising increased 23.7% above the preceding year's level as compared to an 18.7% rise in 1943. Newsprint limitations and increased retailer interest in radio undoubtedly were among the factors underlying the 1944 growth in local business. According to a sample survey of department stores made by the National Retail Dry Goods Assn. radio accounted for 8.1% of store advertising expenditures in 1944 as compared to 4.2% in 1943 while the proportion spent for newspaper advertising dropped from 85.9% to 82.6% during the same period.

Business by Class of Station

While limitations of data make complete estimates impossible, it would seem that all classes of stations shared substantially in the rise in radio advertising volume. National and regional nonnetwork

EDITOR'S NOTE: This analysis of Broadcast Advertising—eleventh produced by BROADCASTING for its Yearbook—follows the formula originally developed in collaboration with Dr. Herman S. Hettinger, noted economist and former associate professor of marketing of the U. of Pennsylvania.

advertising probably rose between 15% and 17% on clear channel stations of the 50 kw class with even heavier gains in the 5-20 kw group. Regional stations probably experienced a 30% gain in national and regional nonnetwork business while volume on local stations may have risen between 45% and 50%. These relative rates of increase, with local stations showing the greatest gains, reflect the approaching saturation of many of the major stations as well as the new rise in importance of defense centers away from prewar markets. It must be remembered, however, that slightly more than 75% of all national and regional nonnetwork volume is placed on clear channel and regional stations today, while local stations account for but 25% of the total.

Local radio advertising rose more or less uniformly throughout the various station classes, although local volume on clear channel stations seems to have increased more than 30%. However, more than three-quarters of all local volume is placed on regional and local stations.

Comparison with Other Media

General economic conditions today are so abnormal that comparison of trends among the major

classes of advertising media are of little or no significance. Paper restrictions have completely distorted the magazine and newspaper situation. Moreover the pressure of demand for advertising space and time upon the more desirable units of the magazine, newspaper and radio fields, combined with the prosperous condition of most industries, has forced an expansion of advertising in the less desirable units which they may

Official Count of U. S. Broadcasting Stations (From records of FCC)

| | |
|----------------------|------|
| Jan. 1, 1922 | 30 |
| March 1, 1923 | 556 |
| Oct. 1, 1924 | 530 |
| June 30, 1925 | 571 |
| June 30, 1926 | 528 |
| *Feb. 23, 1927 | 733 |
| July 1, 1928 | 677 |
| Nov. 9, 1929 | 618 |
| July 1, 1930 | 612 |
| July 1, 1931 | 612 |
| Jan. 1, 1932 | 608 |
| Jan. 1, 1933 | 610 |
| **Jan. 1, 1934 | 591 |
| Jan. 1, 1935 | 605 |
| Jan. 1, 1936 | 632 |
| Jan. 1, 1937 | 685 |
| Jan. 1, 1938 | 721 |
| Jan. 1, 1939 | 764 |
| Jan. 1, 1940 | 814 |
| Jan. 1, 1941 | 882 |
| Jan. 1, 1942 | 923 |
| Jan. 1, 1943 | 917 |
| Jan. 1, 1944 | 912 |
| Jan. 1, 1945 | †943 |

* Federal Radio Commission takes over regulation from Dept. of Commerce

** Federal Communications Commission replaced Federal Radio Commission July 11, 1934.

† 730 stations affiliated with 4 major networks as follows: Blue—194; CBS—143; MBS—244; NBC—149.

or may not be able to hold entirely once reasonably normal competitive conditions are restored.

According to Publishers' Information Bureau reports, gross billings of magazines for advertising space increased 18% in 1944 in spite of paper quotas 75% of 1942 consumption. The greatest gains were made in the special group—home, travel, sport and similar magazines—where volume increased 34%. The 12% gain in weekly magazine advertising reflected the paper situation. Advertising in women's and in general magazines rose 26% during the year.

Newspaper linage was conditioned by paper problems as indicated by Media Records' 52-city report. Newspaper advertising linage declined 2.5% during the year. Retail linage dropped off 1.6% and department store linage 6.2%. Automotive volume declined 2.7% and total display advertising 0.9%. The only gains recorded were in general advertising (product advertising) which rose 1.4% and financial advertising, which increased 3.4%.

Radio Gross Billings

Estimated gross billings for radio advertising during 1944 were about \$391,900,000. Since gross billings represent radio advertising volume at the one-time card rate, they are of some limited value in comparing volume among media. However, since discount structures vary materially among media, such comparisons by no means accurately reflect respective media trends. Estimated radio gross billings are set forth in Tables II and III.

TABLE II

Estimated Gross Billings: 1944

| Class of business | Estimated gross billings |
|---------------------------------------|----------------------------|
| National network..... | \$190,677,076 ¹ |
| Regional network..... | 7,500,000 |
| National & regional non-network..... | 93,000,000 |
| Local..... | 100,700,000 |
| Total estimated gross billings | \$391,877,076 |

¹ Publisher's Information Bureau.

TABLE III

Estimated Radio Gross Billings: 1927-1944

| Year | (000's omitted) | | |
|-----------|------------------|---------|---------|
| | National network | Others | Total |
| 1927..... | \$3,833 | \$987 | \$4,820 |
| 1928..... | 10,227 | 3,873 | 14,100 |
| 1929..... | 19,196 | 7,604 | 26,800 |
| 1930..... | 27,894 | 12,806 | 40,500 |
| 1931..... | 37,502 | 18,498 | 56,000 |
| 1932..... | 39,107 | 22,793 | 61,900 |
| 1933..... | 31,516 | 25,484 | 57,000 |
| 1934..... | 42,659 | 30,228 | 72,887 |
| 1935..... | 49,315 | 38,209 | 87,524 |
| 1936..... | 59,671 | 47,880 | 107,551 |
| 1937..... | 68,828 | 75,314 | 144,142 |
| 1938..... | 71,728 | 78,390 | 150,118 |
| 1939..... | 83,114 | 88,000 | 171,114 |
| 1940..... | 96,456 | 111,500 | 207,956 |
| 1941..... | 106,900 | 130,700 | 237,600 |
| 1942..... | 118,200 | 136,600 | 254,800 |
| 1943..... | 151,791 | 165,400 | 307,191 |
| 1944..... | 190,677 | 201,200 | 391,877 |

TABLE IV

National Network Gross Billings by Product Groups: 1943-1944*

| Product group | 1943 | | 1944 | |
|---|----------------------|--------------|----------------------|--------------|
| | Gross billings | % Total | Gross billings | % Total |
| 1. Automobiles & accessories..... | \$7,352,267 | 4.8 | \$9,554,665 | 5.0 |
| 2. Building materials..... | 2,465,464 | 1.6 | 3,115,404 | 1.7 |
| 3. Cigars, cigarettes & tobacco..... | 19,075,006 | 12.6 | 19,363,196 | 10.1 |
| 4. Clothing & drygoods..... | 1,150,749 | 0.7 | 1,342,202 | 0.7 |
| 5. Confectionery & soft drinks..... | 8,368,312 | 5.5 | 10,281,200 | 5.4 |
| 6. Drugs & toilet goods..... | 43,706,407 | 28.7 | 53,236,498 | 27.9 |
| 7. Financial & insurance..... | 1,041,972 | 0.7 | 2,109,901 | 1.1 |
| 8. Foods & food beverages..... | 33,559,737 | 22.1 | 42,567,410 | 22.4 |
| 9. Garden & field..... | | | 19,112 | 1.3 |
| 10. Household & furnishings..... | 1,369,556 | 0.9 | 2,391,824 | 1.3 |
| 11. Jewelry & silverware..... | 692,387 | 0.5 | 1,380,692 | 0.8 |
| 12. Lubricants, fuel, etc..... | 7,020,615 | 4.6 | 7,652,746 | 4.0 |
| 13. Machinery, farm equipment, etc..... | 62,910 | 0.1 | 767,642 | 0.4 |
| 14. Paints & hardware..... | 159,649 | 0.1 | 1,083,148 | 0.6 |
| 15. Radios, phonographs, etc..... | 2,467,532 | 1.5 | 3,743,882 | 1.9 |
| 16. Shoes & leather goods..... | 187,730 | 0.1 | 515,916 | 0.2 |
| 17. Laundry soaps & household supplies..... | 11,572,812 | 7.6 | 12,260,429 | 6.4 |
| 18. Sporting goods..... | 422,897 | 0.3 | 656,040 | 0.3 |
| 19. Stationery & publishers..... | 2,488,713 | 1.6 | 5,248,874 | 2.7 |
| 20. Travel & hotels..... | 8,424 | | 339,631 | 0.2 |
| 21. Beer & wines..... | 2,239,899 | 1.4 | 2,699,168 | 1.4 |
| 22. Miscellaneous..... | 7,245,269 | 4.7 | 10,347,496 | 5.5 |
| Total..... | \$152,643,877 | 100.0 | \$190,677,076 | 100.0 |

* Source: Publishers' Information Bureau.

Network Advertising By Class of Product

According to data gathered by Publishers' Information Bureau (Table IV) increases in national network gross billings were general throughout the different product classes. There were no decreases, although several product groups registered only small gains as compared to the preceding year's level. Principal among these were the cigarette, cigar and tobacco classification which increased only 1.6% over 1943; laundry soaps and household supplies, which rose 5.9% and lubricants and fuel, which increased 8.2%.

On the other hand, the trend toward greater diversification of network sponsorship, particularly noticeable during the past two years, gained increased momentum in 1944. A great deal of this diversification came from two classes of products: (1) luxury items and (2) products advertised institutionally in anticipation of postwar buying.

In the first category, jewelry and silverware advertising nearly doubled in volume, sporting goods volume rose 55.1%, travel advertising increased from \$8,424 in 1943 to \$339,631 in 1944, amusement advertising quadrupled, and wine and beer advertising rose 20.5%. Shoe advertising tripled, mainly due to increased volume in women's and children's shoes.

Anticipation of postwar buying is indicated in the following increased use of network advertising by specific product classes: automotive 30.0%, mainly in the tire and accessory groups; building materials, 26.0%; house furnishings, especially kitchen equipment and general furnishings, 74.7%; farm machinery, a more than ten-fold increase; paints and hardware, especially paints, a rise from \$159,649 in 1943 to \$1,083,148 in 1944; and radios, etc., 52.2%.

Clothing advertising increased 13.5%, confectionery and soft drink volume, 22.7%; drugs and cosmetics, 21.8% and food products, 26.8%.

Broadcast Advertising: 1935-1944

The year of 1944 marks the tenth for which comprehensive information has been available for the business of broadcasting. During these 10 years broadcast advertising has grown tremendously, both during the period of recovery from the depression of the '30's and during the recent wartime years through the BROADCASTING YEARBOOK annual compilations. An examination of the trends in broadcasting during the period, therefore, points up both its present status and its likely future course.

Broadcast advertising net time sales have increased approximately three and three-quarter times since 1935—from \$79,617,543 in 1935 to an estimated \$285,100,000 in 1944 (Table V). National network volume has more than tripled while local radio advertising has experienced a slightly less than three-fold increase. National and regional nonnetwork advertising, which first gathered momentum in 1933 and 1934, rose during the period to more than five times its 1935 level—from \$13,805,200 in 1935 to an estimated \$75,000,000 in 1944. Until quite recently, local advertising has continued to be the laggard and only the recent war years have slightly reversed this trend.

During the entire period, broadcast advertising has only experienced one minor recession. This was in 1938 when generally curtailed business activity was reflected in a slight decline in network revenues and in a drop of

about \$3,000,000 in local radio advertising.

The war years showed a spotty rate of development with a marked increase in 1943 and 1944. This is indicated in the following percentages of increase from the preceding year for net time sales as a whole: 1940, 19.7%; 1941, 13.3%; 1942, 6.6%; 1943, 19.6% and 1944, an estimated 25.0%.

During the period 1939-1944 gains were fairly general throughout the medium. National network volume approximately doubled—from \$62,621,689 to an estimated \$121,300,000 in 1944. National and regional nonnetwork advertising rose from \$30,030,563 in 1939 to an estimated \$75,000,000, or about two and one-half times the 1939 level. Local broadcast advertising slightly better than doubled, rising from \$37,315,774 in 1939 to an estimated \$82,000,000 in 1944.

Trend in Station Revenues

Station revenues are available on a geographical or class-of-station basis only for the period 1935-1943, but even these statistics are revealing.

It is apparent from an examination of the relative increase in broadcast advertising net time sales by states that throughout the entire period, and especially since the war, there has been an ever wider dissemination of the broadcast advertising dollar. The greatest gains in dollar volume almost invariably have come in those states and major geographic areas in which radio advertising had developed most slowly during the early years of the industry, or else, more recently, in those parts of the country whose economic expansion has been particularly accelerated by wartime conditions.

Thus over the nine-year period 1935-1943, the greatest gains were registered in the South. Radio advertising volume in the South Atlantic States increased 351.8%; 431.5% in the East South Central States; and 251.9% in the West South Central States. Gains since 1939 have been particularly heavy in these same areas.

On the other hand, relative gains have been less than average in the areas wherein broadcasting first became firmly established—New England, the Middle Atlantic States, the East North Central States and the Pacific Coast. The net result is that the economic base of the broadcasting industry has been materially broadened

(Continued on page 22)

TABLE V

Radio Net Time Sales: 1935-1944

| Year | National network | Regional network | National & regional non-network | Local | Total |
|-----------------------|------------------|------------------|---------------------------------|------------|-------------|
| | | | | | |
| 1936..... | | | | | |
| 1937..... | 56,192,396 | 2,854,047 | 23,117,136 | 35,745,394 | 117,908,973 |
| 1938..... | 56,612,925 | | 28,109,185 | 32,657,349 | 117,379,459 |
| 1939..... | 62,621,689 | | 30,080,563 | 37,315,774 | 129,968,026 |
| 1940..... | 71,919,428 | 1,869,588 | 37,140,444 | 44,756,792 | 156,686,247 |
| 1941..... | 79,621,534 | 2,752,073 | 45,681,959 | 51,697,661 | 179,763,217 |
| 1942..... | 84,863,571 | 2,631,788 | 51,059,159 | 63,698,916 | 191,973,434 |
| 1943..... | 100,061,718 | 4,593,967 | 59,352,170 | 64,104,309 | 228,102,164 |
| 1944 (Estimated)..... | 121,900,000 | 6,200,000 | 75,000,000 | 82,000,000 | 285,100,000 |

Source: 1935 Census of Business; 1937-1943, FCC Reports.

¹ National and regional networks combined.

² No data available.



"From the sublime...

*Fritz Kreisler made his radio debut
July 17, 1944 on "The Telephone Hour"*



...to the ridiculous"

*Don Prindle and Wendell Niles open a
wonderful, wacky new show for Hires*

Ayer radio exhibits a pleasing change of pace... a practical slant on the business of entertainment, gratifying to clients, talent, and the public. Yep—it gets results!

N. W. AYER & SON, INC. 30 ROCKEFELLER PLAZA. NEW YORK

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 21

and strengthened during the period under analysis.

The same tendency toward greater spread of the broadcast advertising dollar is noted upon examination of average net times sales of different classes of stations. But here a note of caution is indicated. (Table VI). Unfortunately, comparable figures are not available for 1935 so that the principal comparison must be for later years. It will be noted that the percentage increase of average station revenues is considerably smaller than is the increase for the medium as a whole or for individual states. The reason, of course, is that during the period the number of stations has been expanding. New stations do not build up to large revenues at once and thus pull down the general average. However, the fact that the average has increased as much as it has for principal classes of stations is in itself an encouraging factor. From 1939 to 1943 average net time sales of 50 kw clear channel stations increased 28.4%; 61.1% for 50 kw parttime clear channel stations; 23.3% for unlimited time regional stations and 33.8% for unlimited local stations.

Network Advertising: 1935-1944

National network gross billings increased 66% during the period 1935-1939. Most of the increase come in the convenience goods field in which networks had been show-

TABLE VI
Average Sale of Station Time: 1937-1939-1943

| Class of station | Net time sales | | |
|------------------------|----------------|-----------|-------------|
| | 1937 | 1939 | 1943 |
| Clear channel | | | |
| 50 kw unlimited..... | \$837,769 | \$819,853 | \$1,082,730 |
| 50 kw part time..... | 459,461 | 439,559 | 708,758 |
| 5-25 kw unlimited..... | 278,183 | 238,881 | 300,232 |
| 5-25 kw part time..... | 142,226 | 125,479 | 208,926 |
| Regional | | | |
| Unlimited..... | 175,731 | 182,225 | 262,400 |
| Part-time..... | 91,964 | 128,532 | 139,594 |
| Local | | | |
| Unlimited..... | 41,711 | 56,229 | 74,960 |
| Part-time..... | 26,521 | 45,280 | 44,949 |

ing increasing strength for some years. Cigarette and tobacco advertising rose 66% from 1935 to 1939, confectionery and soft drink volume doubled, drug and cosmetic advertising increased 36.4%, soap and kitchen supply volume increased three and one-half times, and beer and wine advertising rose from about \$9,000 to \$2,699,500.

However, during the same period marked declines occurred in several fields: automotive, 58%; clothing, 45%; paints and hardware, 50%; and radios, 20%.

The war years of 1939 to 1944, however, have greatly stimulated a widening use of network advertising by various kinds of products. The use of network advertising has been accelerated on the part of some well-established industries such as foods, drugs and cosmetics, confectionery and soft drinks. On the other hand, there has been less than average growth on the

part of industries such as laundry soaps and tobacco products. Finally, there has been a great expansion in luxury goods network advertising and in advertising by the manufacturers of products who view postwar products with particular interest or optimism.

These trends are indicated by the following increases in network gross billings on the part of various product groups during the period 1939-1944: automotive, 191.9%; building materials, \$176,000 in 1939 and \$3,115,404 in 1944; clothing, a four-fold increase since 1939; confectionery and soft drink advertising, a four-fold increase; financial and insurance, double 1939 volume; household equipment and furnishings, quadrupled; paints and hardware supplies, a four-fold increase since 1939; beer and wines, \$9,744 in 1939 and \$2,699,496 in 1944; jewelry (including watches), \$235,000 in 1939

and \$1,380,692 in 1944; radios and phonographs, tripled since 1939.

Looking at the 10-year period as a whole, significant changes are to be noted. Whereas in 1935 the advertising of convenience goods such as cigarettes, drugs, cosmetics, food products and gasoline and oil, amounted to nearly 90% of network volume and to 87.6% in 1939, in 1944 advertising by these classes of products accounted for but 70.8% of network gross billings.

Increases in principal classes of network advertising since 1935 are as follows: *Automotive*, up 22.8% after a 58% decline in 1939; *building materials*, no significant volume in 1935, \$3,115,404 in 1944; *tobacco products*, increase of 348.7% since 1935; *clothing*, gain of 194.4%; *confectionery and soft drinks*, an increase of nearly 10 times in volume; *drugs and cosmetics*, a three-fold increase; *financial and insurance*, volume quadrupled; *food products*, increase of 125%; *household equipment*, quadrupled; *jewelry*, no significant amount in 1935, \$1,380,692 in 1944; *lubricants, etc.*, 80% gain; *paints and hardware*, no significant volume in 1935, \$1,083,000 in 1944; *radio sets and phonographs*, tripled in volume; *shoes*, no significant volume in 1935, \$516,000 in 1944; *laundry soaps and kitchen supplies*, more than quadrupled; *beer and wines*, no significant volume in 1935, \$2,699,496 in 1944.

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
BLUE NETWORK



TANGEE "VARIETIES" with
Sammy Kaye, Paul Winchell and Jerry Mahoney
...TANGEE COSMETICS
MUTUAL NETWORK

With All Good Wishes for the New Year
WARWICK & LEGLER, INC.
NEW YORK CITY, N. Y. HOLLYWOOD, CALIFORNIA



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

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


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

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

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

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





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

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



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

The Roll Call of CBS War Advertisers:

Admiral Corporation
 Allegheny-Ludlum Steel Corp.
 American Home Products Corp.
 American Oil Company
 American Tobacco Company
 Anchor-Hocking Glass Corp.
 Armour & Co.
 Armstrong Cork Company
 P. 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.

Chesebrough 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.
 Curtis Candy Co.
 Day & Night Mfg. 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.
 Lewis-Howe Co.
 Liggett & Myers Tobacco Co.
 Lockheed Aircraft Corp.
 P. Lorillard Co.
 Los Angeles Soap Co.
 Manhattan Soap Co.

Maryland Pharmaceutical Co.
 Mennen Co.
 Miles California Co.
 Minneapolis-Honeywell Regulator Co.
 John Morrell & Co.
 C. F. Mueller Co.
 McKesson & Robbins, Inc.
 Noxema Chemical Co.
 Owens-Illinois Glass Co.
 Pabst Sales Co.
 Pacific Coast Borax Co.
 Pacific Greyhound Lines, Inc.
 Packard Bell Co.
 Parker Pen Co.
 Peter Paul, Inc.
 Pet Milk Sales Co.
 Philco Corp.
 Philip Morris & Co. Ltd. Inc.

Pillsbury Mills, Inc.
 Planters Nut & Chocolate Co.
 Plough, Inc.
 Procter & Gamble Co.
 Prudential Insurance Co.
 Quaker Oats Co.
 R. J. Reynolds Tobacco Co.
 Richfield Oil Corp.
 Roma Wine Co.
 Schenley Import Corp.
 Schutter Candy Co.
 Seal-Cote Company
 Servel, Inc.
 Signal Oil Co.
 Socony Vacuum Oil Co. Inc.
 Soil-Off Mfg. Co.
 Southern Cotton Oil Co.
 E. R. Squibb & Sons

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

The Roll Call of the CBS Regiment:

Akron, Ohio WADC
 Albany, Ga. WGFC
 Albany, New York WOKO
 Albuquerque, New Mexico KGGM
 Anderson, S. C. WAIM
 Asheville, N. C. WWNC
 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
 Binghampton, N. Y. WNBF
 Birmingham, Ala. WAPI
 Bisbee, Arizona KSUN
 Boston, Mass. WEEL
 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 WGAR
 Colorado Springs, Colo. KVOR
 Columbus, Ga. WRBL
 Columbus, Ohio WBNS
 Cookeville, Tenn. WHUB

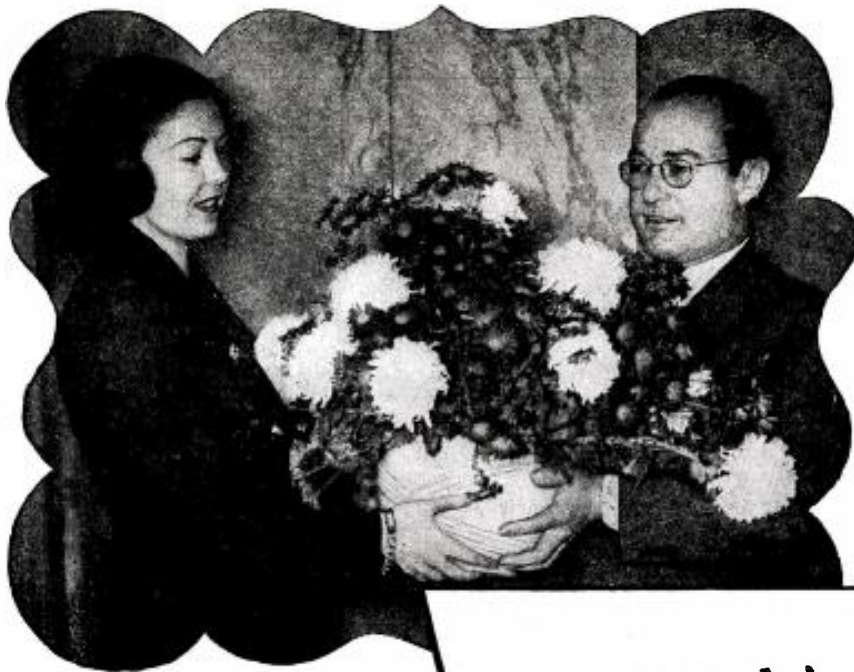
Corpus Christi, Texas KEYS
 Dallas, Texas KRLD
 Danville, Ill. WDAN
 Dayton, Ohio WHIO
 Decatur, Ill. WSOY
 Denver, Colo. KLZ
 Des Moines, Iowa KRNT
 Detroit, Mich. WJR
 Dubois, Pa. WCED
 Duluth, Minn. KDAL
 Durham, N. C. WDNC
 El Paso, Texas KROD
 Erie, Pa. WERC
 Evansville, Ind. WEOA
 Fairmont, W. Va. WMMN
 Frederick, Md. WFMD
 Fresno, Calif. KARM
 Ft. Myers, Fla. WINK
 Gloversville, N. Y. WENT
 Grand Forks, N. D. KILO
 Great Falls, Mont. KFBB
 Green Bay, Wisc. WTAQ
 Greensboro, N. C. WBIG
 Harlingen, Texas KGBS
 Harrisburg, Pa. WHP
 Hartford, Conn. WDRC
 Honolulu, H. I. KGMB
 Hilo, H. I. KHBC
 Hopkinsville, Ky. WHOP
 Houston, Texas KTRH
 Indianapolis, Ind. WFBM
 Ithaca, N. Y. WHCU
 Jacksonville, Fla. WMBR



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

This is CBS...the Columbia Broadcasting System





WCSC thinks
CBS is tops...BUT!

Good as CBS is...and we think it's tops in talent, public service and news...we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs...education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our "Good Neighbors", produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, our good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the "Good Neighbor" of the day. It may be the woman who took care of her neighbor's children

in time of illness; the man who rushed out to take in his neighbor's laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It's a nice gesture to nice people (our people) for the nice things they do every day.

"Good Neighbors" is the kind of program WCSC likes to do. *Wants* to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC

CHARLESTON, SOUTH CAROLINA

John M. Rivers, Owner

Represented Nationally by Free & Peters



National Networks' Gross Monthly Time Sales, 1927-1944

NATIONAL BROADCASTING COMPANY NETWORKS

| | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 |
|--------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| January | \$270,949 | \$651,015 | \$1,004,874 | \$1,418,979 | \$2,026,860 | \$2,635,447 | \$1,869,885 | \$2,391,667 | \$2,895,037 | \$2,681,815 | \$3,541,999 |
| February | 252,195 | 626,176 | 1,074,834 | 1,847,847 | 1,924,778 | 2,871,809 | 1,742,784 | 2,211,637 | 2,758,819 | 2,714,800 | 3,295,782 |
| March | 316,158 | 726,787 | 1,240,102 | 1,652,629 | 2,164,434 | 2,864,783 | 1,937,453 | 2,507,890 | 3,025,808 | 3,087,878 | 3,614,233 |
| April | 273,209 | 674,354 | 1,173,922 | 1,574,523 | 2,195,880 | 2,849,892 | 1,630,177 | 2,373,890 | 2,932,148 | 2,741,993 | 3,277,537 |
| May | 257,981 | 701,029 | 1,192,930 | 1,781,409 | 2,101,525 | 2,805,446 | 1,662,887 | 2,475,173 | 2,985,211 | 2,561,780 | 3,214,819 |
| June | 241,930 | 609,566 | 1,014,361 | 1,509,224 | 1,931,155 | 2,031,466 | 1,512,139 | 2,177,857 | 2,830,845 | 2,323,456 | 3,008,387 |
| July | 228,666 | 575,833 | 1,014,037 | 1,692,680 | 2,027,975 | 1,825,433 | 1,370,993 | 1,864,420 | 2,208,935 | 2,429,983 | 2,707,450 |
| August | 195,143 | 596,200 | 1,029,950 | 1,612,284 | 1,892,427 | 1,745,338 | 1,407,843 | 1,735,555 | 2,021,366 | 2,422,481 | 2,784,977 |
| September | 264,725 | 660,740 | 1,234,196 | 1,848,581 | 1,951,326 | 1,807,795 | 1,555,606 | 1,860,166 | 2,163,317 | 2,896,637 | 2,850,581 |
| October | 368,111 | 1,101,411 | 1,483,284 | 1,972,414 | 2,318,091 | 2,068,273 | 2,130,046 | 2,775,431 | 2,779,557 | 3,696,489 | 3,339,759 |
| November | 491,711 | 964,864 | 1,418,961 | 1,890,582 | 2,475,905 | 1,953,953 | 2,188,342 | 2,688,494 | 2,655,100 | 3,468,728 | 3,381,346 |
| December | 599,232 | 892,566 | 1,435,931 | 2,087,786 | 2,596,165 | 2,000,454 | 2,324,567 | 2,776,436 | 2,893,793 | 3,584,590 | 3,939,086 |
| Total | \$3,760,010 | \$8,780,333 | \$14,310,382 | \$20,688,887 | \$25,607,041 | \$26,504,891 | \$21,452,732 | \$27,833,616 | \$31,148,931 | \$34,523,950 | \$38,651,286 |

COLUMBIA BROADCASTING SYSTEM

| | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 |
|--------------|-----------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| January | \$92,786 | \$274,324 | \$464,685 | \$692,114 | \$1,348,842 | \$941,465 | \$1,405,958 | \$1,769,949 | \$1,901,023 | \$2,378,620 | |
| February | 99,887 | 322,356 | 592,943 | 750,621 | 1,319,414 | 884,977 | 1,887,823 | 1,654,461 | 1,909,146 | 2,264,317 | |
| March | 98,492 | 400,372 | 726,098 | 1,110,526 | 1,436,060 | 1,016,102 | 1,824,904 | 1,829,558 | 2,172,382 | 2,569,716 | |
| April | 138,891 | 407,695 | 705,442 | 1,076,103 | 1,354,592 | 775,487 | 1,371,601 | 1,615,389 | 1,950,989 | 2,563,478 | |
| May | 84,280 | 400,537 | 642,782 | 1,065,856 | 1,326,994 | 624,256 | 1,255,887 | 1,287,455 | 1,749,517 | 2,580,568 | |
| June | 78,400 | 319,413 | 592,248 | 1,057,230 | 915,830 | 553,055 | 925,939 | 1,066,729 | 1,502,768 | 2,476,576 | |
| July | 72,800 | 322,171 | 481,423 | 877,366 | 591,188 | 445,414 | 630,290 | 910,470 | 1,292,776 | 1,638,112 | |
| August | 89,600 | 325,040 | 392,875 | 774,518 | 540,342 | 439,636 | 513,315 | 879,919 | 1,229,538 | 1,955,280 | |
| September | 119,336 | 395,290 | 535,760 | 947,138 | 635,156 | 547,203 | 700,491 | 1,086,900 | 1,838,932 | 2,028,585 | |
| October | 158,366 | 503,753 | 792,833 | 1,099,717 | 972,358 | 1,125,798 | 1,752,601 | 1,930,612 | 2,764,808 | 2,505,485 | |
| November | 200,082 | 536,355 | 775,394 | 1,247,248 | 1,105,895 | 1,277,459 | 1,682,959 | 1,722,890 | 2,429,917 | 2,654,473 | |
| December | \$72,500 | 214,586 | 579,176 | 772,922 | 1,197,106 | 1,005,229 | 1,372,716 | 1,674,087 | 1,885,977 | 2,483,358 | 2,786,613 |
| Total | \$72,500 | \$1,447,308 | \$4,785,981 | \$7,405,203 | \$11,895,039 | \$12,601,885 | \$10,063,568 | \$14,825,845 | \$17,637,804 | \$23,168,148 | \$28,722,118 |

MUTUAL BROADCASTING SYSTEM

| | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 | 1944 |
|--------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------------|---------------------|-------------------|
| January | \$157,721 | \$140,769 | \$269,894 | \$317,729 | \$505,260 | \$1,024,611.74 | \$992,104 | \$1,780,317 | | |
| February | 162,358 | 154,344 | 253,250 | 276,606 | 337,649 | 442,170 | 538,185.39 | 628,085 | 1,605,339 | |
| March | 191,437 | 170,511 | 232,877 | 306,976 | 390,513 | 518,780 | 1,053,444.35 | 941,538 | 1,807,031 | |
| April | 139,936 | 139,106 | 189,546 | 262,926 | 353,468 | 480,220 | 904,845.13 | 961,918 | 1,675,609 | |
| May | 129,090 | 100,154 | 194,201 | 234,764 | 322,186 | 439,636 | 748,744.64 | 1,080,797 | 1,525,276 | |
| June | 104,512 | 75,024 | 202,412 | 228,186 | 299,478 | 534,513 | 666,372.17 | 1,100,481 | 1,521,708 | |
| July | 109,562 | 64,662 | 167,108 | 216,583 | 235,182 | 382,176 | 581,305.41 | 1,088,809 | 1,511,393 | |
| August | 122,066 | 66,354 | 184,626 | 205,410 | 227,865 | 582,058 | 518,226.36 | 1,205,240 | 1,504,391 | |
| September | 168,925 | 91,608 | 200,342 | 210,589 | 243,463 | 529,015 | 707,283.54 | 1,153,510 | 1,547,329 | |
| October | \$180,374 | 271,629 | 347,771 | 428,221 | 784,676 | 589,824 | 772,221.29 | 1,407,787 | 1,914,040 | |
| November | 173,411 | 227,546 | 360,929 | 327,046 | 627,678 | 958,938 | 910,167.60 | 1,479,567 | 1,625,567 | |
| December | 175,801 | 193,496 | 337,369 | 317,699 | 576,938 | 948,493 | 861,814.87 | 1,603,402 | 1,538,156 | |
| Total | \$529,666 | \$1,979,146 | \$1,455,070 | \$2,920,324 | \$3,329,782 | \$4,767,054 | \$7,390,955 | \$9,636,122.49 | \$13,841,608 | 19,533,650 |

NATIONAL BROADCASTING COMPANY—RED*

| | 1938 | 1939 | 1940 | 1941* | 1942* | 1943* | 1944* |
|--------------|---------------------|---------------------|---------------------|-------|-------|-------|-------|
| January | \$2,728,232 | \$3,211,161 | \$3,496,893 | | | | |
| February | 2,591,223 | 2,957,258 | 3,228,983 | | | | |
| March | 2,828,777 | 3,297,992 | 3,388,440 | | | | |
| April | 2,544,810 | 2,879,571 | 3,128,686 | | | | |
| May | 2,697,492 | 3,025,588 | 3,216,940 | | | | |
| June | 2,555,617 | 2,769,917 | 2,919,405 | | | | |
| July | 2,377,065 | 2,713,798 | 3,141,902 | | | | |
| August | 2,366,851 | 2,737,925 | 3,072,338 | | | | |
| September | 2,337,958 | 2,737,006 | 3,132,006 | | | | |
| October | 2,872,588 | 3,446,134 | 3,842,195 | | | | |
| November | 2,948,854 | 3,402,370 | 3,653,185 | | | | |
| December | 2,928,181 | 3,400,383 | 3,786,901 | | | | |
| Total | \$31,827,548 | \$36,600,736 | \$39,955,322 | | | | |

* Due to a change in policy 1941, 1942, 1943, and 1944 figures were not released by NBC Red Network designation dropped in 1942.

AMERICAN BROADCASTING CO. (Blue Network)

| | 1938 | 1939 | 1940 | 1941 | 1942† | 1943 | 1944 |
|--------------|--------------------|--------------------|---------------------|---------------------|---------------------|---------------------|--------------------|
| January | \$1,065,284 | \$822,789 | \$908,815 | \$1,224,862 | \$1,328,855 | \$1,797,274 | \$2,895,700 |
| February | 906,830 | 773,487 | 905,101 | 1,154,682 | 1,162,046 | 1,747,058 | 2,799,504 |
| March | 978,054 | 872,860 | 965,904 | 1,231,238 | 1,339,044 | 2,024,035 | 3,080,898 |
| April | 765,695 | 681,413 | 912,833 | 987,061 | 1,137,724 | 1,998,703 | 3,161,738 |
| May | 716,708 | 676,564 | 817,682 | 961,117 | 1,241,801 | 2,079,962 | 3,827,589 |
| June | 645,052 | 622,487 | 722,695 | 913,118 | 1,111,092 | 1,974,029 | 3,172,048 |
| July | 581,645 | 569,757 | 688,536 | 854,623 | 1,087,309 | 1,848,936 | 3,366,504 |
| August | 574,248 | 574,644 | 665,924 | 794,333 | 953,103 | 2,005,831 | 3,488,298 |
| September | 531,233 | 584,619 | 747,774 | 798,803 | 1,106,349 | 2,180,712 | 3,629,402 |
| October | 901,376 | 773,119 | 1,203,489 | 1,171,955 | 1,692,309 | 2,354,199 | 4,214,681 |
| November | 950,065 | 832,614 | 1,045,943 | 1,304,451 | 1,713,994 | 2,356,294 | 4,082,116 |
| December | 958,891 | 879,365 | 1,122,972 | 1,462,376 | 1,914,867 | 2,504,920 | 4,138,242 |
| Total | \$9,635,131 | \$8,643,618 | \$10,707,678 | \$12,858,169 | \$15,782,493 | \$24,869,948 | *41,356,129 |

† Separated from NBC in 1942

* Includes \$411,500 for Political Sales.

COLUMBIA BROADCASTING SYSTEM

| | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 | 1944 |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|
| January | \$2,879,945 | \$2,674,057 | \$3,575,946 | \$3,909,638 | \$3,930,385 | \$4,194,882 | \$5,658,968 |
| February | 2,680,385 | 2,541,542 | 3,330,627 | 3,602,557 | 3,603,600 | 3,790,165 | 5,356,893 |
| March | 3,034,317 | 2,925,684 | 3,513,170 | 3,928,902 | 3,974,041 | 4,457,068 | 5,801,669 |
| April | 2,424,180 | 2,854,025 | 3,322,589 | 3,891,422 | 3,723,961 | 4,591,932 | 5,650,663 |
| May | 2,442,233 | 3,097,484 | 3,070,727 | 3,825,466 | 3,630,745 | 4,830,037 | 5,845,018 |
| June | 2,121,495 | 2,860,180 | 3,144,213 | 3,708,989 | 3,690,501 | 4,870,744 | 5,204,782 |
| July | 1,367,357 | 3,311,953 | 3,071,898 | 3,498,594 | 3,492,782 | 4,901,974 | 5,869,338 |
| August | 1,423,865 | 2,341,636 | 2,875,657 | 3,414,820 | 3,454,329 | 4,863,104 | 5,321,947 |
| September | 1,601,755 | 2,563,132 | 3,109,868 | 3,527,262 | 3,752,621 | 4,932,711 | 5,386,014 |
| October | 2,387,395 | 3,366,654 | 4,001,492 | 3,898,979 | 4,023,569 | 5,481,098 | 5,795,790 |
| November | 2,453,410 | 3,474,163 | 3,689,778 | 3,708,995 | 4,149,848 | 5,456,596 | 5,577,354 |
| December | 2,529,060 | 3,529,154 | 3,819,989 | 3,771,654 | 4,296,798 | 5,631,373 | 5,819,988 |
| Total | \$27,345,397 | \$34,539,645 | \$41,023,549 | \$44,584,378 | \$45,593,125 | \$57,951,744 | 66,791,819 |

BLIND DATE

with Arlene Francis

Tom Wallace Radio Productions

366 Madison Ave., New York

Murrayhill 6-2636



*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

BROADCASTING • *Broadcast Advertising*

1945 Yearbook Number • Page 29

Major Networks' Gross Billings by Advertisers: 1944

[For details and agency placements, see pages 270-308]

American Broadcasting Co. (Blue) Billings by Clients

| | |
|---|--------------|
| The Coca-Cola Company | \$ 3,720,994 |
| Ford Motor Company | 2,710,000 |
| Kellogg Company | 2,259,120 |
| Miles Laboratories, Inc. | 1,828,699 |
| General Mills, Inc. | 1,726,506 |
| The Procter & Gamble Co. | 1,456,017 |
| Socony-Vacuum Oil Co., Inc. | 1,351,673 |
| Swift and Company | 1,257,138 |
| The Quaker Oats Company | 1,219,942 |
| The Sherwin-Williams Co. | 986,630 |
| Libby, McNeill & Libby | 937,344 |
| Bristol-Myers Company | 923,469 |
| Westinghouse Electric & Mfg. Co. | 885,486 |
| Esquire, Inc. | 864,602 |
| Philco Corporation | 849,686 |
| The Andrew Jergens Co. | 832,348 |
| Allis-Chalmers Mfg. Co. | 762,728 |
| Carter Products, Inc. | 726,211 |
| Curtis Publishing Company | 603,649 |
| Lehn & Fink Products Corp. | 579,252 |
| RKO Radio Pictures, Inc. | 546,138 |
| A. E. Staley Mfg. Co. | 530,882 |
| Hall Brothers, Inc. | 515,816 |
| American Meat Institute | 488,556 |
| The Charles E. Hires Co. | 480,042 |
| Elgin National Watch Co. | 470,724 |
| McKesson & Robbins, Inc. | 458,806 |
| Larus & Brother Company, Inc. | 452,076 |
| Mail Pouch Tobacco Company | 448,932 |
| Sterling Drug Inc. (Cummer Products Company) | 444,750 |
| RCA Victor Division of Radio Corp. 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.) | 424,494 |
| Everhart Inc. | 415,146 |
| O.Cedar Corporation | 397,739 |
| Williamson Candy Co. | 397,248 |
| The Wander Company | 381,593 |
| The Borden Company | 370,564 |
| The Welch Grape Juice Co. | 356,065 |
| The Reader's Digest Assn., Inc. | 325,758 |
| The Texas Company | 292,587 |
| Dr. Pepper Co. | 287,780 |
| General Foods Corp. | 269,552 |
| Mannhattan Soap Co., Inc. | 261,564 |
| The Geo. W. Luff Co. | 224,833 |
| Sweets Co. of America, Inc. | 240,476 |
| Owens-Illinois Glass Co. | 200,484 |
| Hastings Mfg. Co. | 198,268 |
| Lockheed Aircraft Corp. | 189,810 |
| Wheeling Steel Corp. | 164,643 |
| Gum Laboratories, Inc. | 163,451 |
| Falstaff Brewing Corporation | 156,504 |
| Fisher Flouring Mills Co. | 147,780 |
| Raytheon Production Corp. | 147,528 |
| O'Sullivan Rubber Co., Inc. | 125,868 |
| Aluminum Co. of America | 124,994 |
| Trimount 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 |
| Revlon Products Corp. | 99,450 |
| Skinner & Eddy Corp. (Alaska Pacific Salmon) | 85,130 |
| S & W Fine Foods, Inc. | 88,708 |
| Safeway Stores, Inc. | 83,135 |
| Scripto Mfg. Co. | 82,768 |
| Colgate-Palmolive-Peet Co. | 78,512 |
| American Cyanamid | 77,859 |
| Standard Oil Co. of Calif. | 75,740 |
| Langendorff United Bakeries, Inc. | 63,546 |
| Grove Laboratories, Inc. | 60,964 |
| Chatham Mfg. Co. | 55,488 |
| Sun Oil Company | 41,076 |
| Wilson Sporting Goods Co. | 35,687 |
| Botany Worsted Mills | 35,588 |
| Rainier Brewing Co. | 34,122 |
| Lyon Van & Storage Company | 29,088 |
| The Mentholatum Company | 26,052 |
| Peter Fox Brewing Co. | 24,042 |
| American Home Products Corp. | 24,012 |
| S. A. Moffett Company | 23,010 |

| | |
|---|--------------|
| Seaboard Finance | 21,854 |
| Austin Studios | 20,864 |
| Barron-Gray Packing Co. | 15,860 |
| John H. Breck, Inc. | 15,042 |
| Northwestern Yeast Co. | 14,148 |
| Bekins Van & Storage | 13,110 |
| J. A. Folger & Company | 11,694 |
| Washington State Apple Commission | 11,086 |
| Eastern Columbia Outfitting | 10,851 |
| Besinol Chemical Company | 10,343 |
| Union Ice Company | 10,260 |
| Denison Company, Inc. | 10,089 |
| Washington Co-Operative Egg & Poultry Assn. | 9,817 |
| Nash-Kelvinator Corp. | 8,935 |
| Garrett & Co., Inc. | 8,400 |
| Corley Diet Food Company | 7,370 |
| Wilco Company | 6,840 |
| Red-se Food Co. | 6,569 |
| Shellmar Products | 5,910 |
| Horace E. Dodge Boat & Plane Corp. | 5,765 |
| Kerr Glass Mfg. Corp. | 5,472 |
| Bu-Tay Products Company | 4,608 |
| Beneficial Casualty Company | 4,246 |
| Kelite Products, Inc. | 4,122 |
| Chicago Burlington & Quincy Railroad | 3,948 |
| The Soil-Off Mfg. Co. | 3,675 |
| Pacific Guano Company | 3,146 |
| Ferry-Morse Seed Co. | 3,074 |
| Deisel-Wemmer-Gilbert Corp. | 2,700 |
| Peter Paul Inc. | 820 |
| Total | \$40,944,629 |
| Political | 411,550 |
| TOTAL | \$41,356,129 |

CBS Billings by Clients

| | |
|-------------------------------------|--------------|
| General Foods Corp. | \$ 5,537,409 |
| Lever Brothers Co. | 4,842,781 |
| Procter & Gamble Co. | 4,348,795 |
| American Home Products Corp. | 3,215,834 |
| William Wrigley Jr. Co. | 2,386,731 |
| Sterling Drug Inc. | 2,307,314 |
| H. J. Reynolds Tobacco Co. | 1,912,727 |
| Standard Brands Inc. | 1,872,575 |
| General Electric Co. | 1,635,957 |
| Colgate-Palmolive-Peet Co. | 1,627,423 |
| Campbell Soup Co. | 1,576,473 |
| Liggett & Myers Tobacco Co. | 1,520,922 |
| Philip Morris Co., Ltd. | 1,412,707 |
| P. Rubber Co. | 1,306,719 |
| General Mills Inc. | 1,169,438 |
| American Tobacco Co. | 1,037,713 |
| Owens-Illinois Glass Co. | 964,919 |
| E. F. Goodrich Co. | 963,025 |
| R. R. Squibb & Sons | 891,002 |
| Johns-Manville Corp. | 863,730 |
| Texas Co. | 811,940 |
| Pet Milk Sales Co. | 800,350 |
| Everhart Inc. | 732,443 |
| Chrysler Corp. | 732,064 |
| Quaker Oats Co. | 780,013 |
| Emerson Drug Co. | 772,800 |
| P. Lorillard Co. | 771,509 |
| Celanese Corp. of America | 756,093 |
| Lady Esther Ltd. | 754,317 |
| Bourjois Inc. | 716,868 |
| Palat Sales Co. | 712,197 |
| Continental Baking Co. | 705,288 |
| Cheesebrough Mfg. Co. | 656,706 |
| Electric Companies Adv. Program | 651,924 |
| Prudential Insurance Co. of America | 620,405 |
| Schenley Products Co. | 571,458 |
| Gulf Oil Corp. | 556,264 |
| Anchor Hocking Glass Corp. | 544,677 |
| Roma Wine Co. | 530,274 |
| Coca-Cola Co. | 520,720 |
| Parker Pen Co. | 516,616 |
| Corn Products Refining Co. | 496,428 |
| Lewis-Howe Co. | 465,264 |
| Nozema Chemical Co. | 438,167 |
| Federal Coat Borax Co. | 432,990 |
| International Silver Co. | 420,106 |
| U. S. Tobacco Co. | 411,504 |
| Southern Cotton Oil Co. | 407,566 |
| Armstrong Cork Co. | 403,395 |
| Servel Inc. | 382,358 |

| | |
|---|---------|
| Goodyear Tire & Rubber Co. Inc. | 380,702 |
| J. B. Williams Co. | 345,800 |
| Crown of Wheat Corp. | 337,499 |
| Minneapolis-Honeywell Regulator Co. | 334,626 |
| Cudahy Packing Co. | 330,991 |
| Johnson & Johnson | 311,340 |
| Armour & Co. | 295,792 |
| Vick Chemical Co. | 294,020 |
| American Oil Co. | 285,092 |
| Admiral Corp. | 259,435 |
| Curtis Candy Co. | 257,975 |
| Mennen Co. | 256,198 |
| P. Ballantine & Sons | 233,316 |
| Ballard & Ballard Co. | 226,575 |
| Lockheed Aircraft Corp. | 224,583 |
| Bowey's Inc. | 218,456 |
| Pillsbury Mills Inc. | 214,304 |
| Enklender Co. | 165,750 |
| Gillette Safety Razor Co. | 161,387 |
| Democratic National Committee | 148,999 |
| Allegany-Ludlum Steel Corp. | 148,542 |
| Republican National Committee | 131,414 |
| Los Angeles Soap Co. | 117,086 |
| Welch Grape Juice Co. | 110,027 |
| Manhattan Soap Co. | 105,912 |
| C. F. Mueller Co. | 99,396 |
| Planters Nut & Chocolate Co. | 91,583 |
| Joseph Tetley & Co., Inc. | 68,568 |
| Miles California Co. | 61,425 |
| Campana Sales Corp. | 58,634 |
| Hudson Coal Co. | 52,760 |
| Signal Oil Co. | 49,255 |
| Elgin National Watch Co. | 47,968 |
| Soil-Off Mfg. Co. | 41,850 |
| John Morrell & Co. | 40,880 |
| Western Sugar Refining Co. | 38,961 |
| Bekins Van & Storage Co. | 38,281 |
| Peter Paul Inc. | 36,972 |
| Grove Laboratories Inc. | 34,591 |
| "42" Products Inc. | 32,020 |
| Business Men for Roosevelt Inc. | 30,812 |
| Plough Inc. | 29,342 |
| Socony-Vacuum Oil Co. Inc. | 28,890 |
| Hunt Bros. Packing Co. | 28,054 |
| One Thousand Club of the United States of America | 25,636 |
| Colonial Dames Inc. | 25,283 |
| Packard Bell Co. | 25,272 |
| Ben Hur Products Inc. | 22,869 |
| Andrew Jergens Co. | 21,411 |
| Yellow Cab Co. | 20,706 |
| McKesson & Robbins Inc. | 19,596 |
| United Air Lines Transport Corp. | 18,964 |
| Lamont, Corlies & Co. | 18,252 |
| Calif. Prune & Apricot Growers Assn. | 16,432 |
| Maryland Pharmaceutical Co. | 15,871 |
| W. Atlee Burpee Co. | 12,892 |
| Consolidated Royal Chemical Co. Inc. | 11,792 |
| Pacific Greyhound Lines Inc. | 11,583 |
| Washington Coop. Egg & Poultry Assn. | 11,357 |
| Dwight Edwards Co. | 10,721 |
| Philco Corp. | 10,216 |
| Hoffman Radio Corp. | 10,179 |
| Democratic State Committee of N. Y. | 10,121 |
| Kay Jewelry Co. | 10,018 |
| Barbasol Co. | 7,917 |
| Herman Basch & Co. | 7,722 |
| Johnstone Drug Sale Co. | 7,540 |
| Whitshire Mill Co. | 7,308 |
| Goldstream Products Co. | 6,999 |
| Bank of America Nat'l Trust & Savings Assn. | 6,090 |
| Nat'l Independent Comm. for Roosevelt | 5,681 |
| Statz Sicles Co. | 4,914 |
| Day & Night Mfg. Co. | 4,563 |
| Jantzen Knitting Mills | 4,563 |
| Union Ice Co. | 4,060 |
| Seat-Cote Co. | 3,510 |
| Gallenkamp Stores Co. | 3,476 |
| Schutter Candy Co. | 3,323 |
| Chemicals Inc. | 2,942 |
| Hollywood Democratic Committee | 1,752 |
| Hollywood for Dewey Committee | 1,177 |
| Southern Calif. Democratic Committee | 1,102 |
| Liberal Party | 908 |
| Calif. Comm. for the Right to Work | 812 |

| | |
|--|--------------|
| Citizens Comm. Against Prop. No. 12 | 812 |
| Southern Calif. Republican Committee | 690 |
| Richfield Oil Corp. | 680 |
| Constitutional Democrats of No. Carolina | 575 |
| Horace T. Cahill—Candidate for Gov. of Mass. | 370 |
| Francis D. Harrigan—Attorney General Comm. | 125 |
| TOTAL | \$66,791,319 |

MBS Billings by Clients

| | |
|---|--------------|
| Sinclair Refining Co. | \$ 1,301,917 |
| R. B. Semler, Inc. | 1,145,708 |
| Kellogg Co. | 1,000,739 |
| Bayuk Cigars Inc. | 981,418 |
| Goldwyn-Goldwyn-Mayer, Inc. | 981,418 |
| Gospel Broadcasting Assn. | 950,309 |
| Zonite Products Corp. | 732,427 |
| Mutual Benefit, Health & Accident Assn. | 677,421 |
| Pharmaco Inc. | 676,310 |
| Sereno Cigar Co. | 667,865 |
| Gillette Safety Razor Co. | 542,590 |
| American Cigarette & Cigar Co., Inc. | 530,535 |
| Campana Sales Co. | 499,862 |
| Clark Bros. Chewing Gum Co. | 465,309 |
| Ralston Purina Co. | 460,713 |
| Grove Laboratories | 438,096 |
| Lutheran Laymen's League | 425,477 |
| Employers' Group Insurance Co. of Boston, Mass. | 395,268 |
| Barbasol Co. | 388,942 |
| Stokely Bros.—Van Camp, Inc. | 352,964 |
| Dubonnet Corp. | 321,993 |
| Petri Wine Co. | 295,390 |
| Radio Bible Class | 294,700 |
| General Cigar Co., Inc. | 290,456 |
| Voice of Prophecy, Inc. | 277,961 |
| Lumberman's Mutual Casualty Co. | 276,009 |
| Halbros Watch Co. | 261,563 |
| Young People's Church of the Air | 245,568 |
| Lewis-Howe Co. | 241,190 |
| Chef Boy-Ar-Dee Quality Foods, Inc. | 206,668 |
| Wesley Radio League | 196,668 |
| Emerson Radio & Phonograph Corp. | 185,168 |
| Conti Products Corp. | 182,483 |
| Duffy-Mott Co., Inc. | 180,636 |
| Frank H. Lee Co. | 164,199 |
| George W. Luff & Co. | 141,584 |
| Formit Co. | 138,587 |
| Nat'l Small Business Men's Assoc. | 118,825 |
| Wilson Sporting Goods Co. | 100,596 |
| Delaware Lackawanna & Western Coal Co. | 88,509 |
| Beaumont Co. | 80,109 |
| Allegany Ludlum Steel Corp. | 75,430 |
| Carey Salt Co. | 74,350 |
| Union Pacific Railroad | 70,433 |
| Knox Co. | 69,581 |
| Gotham Hoisery Co., Inc. | 68,881 |
| Waltham Watch Co. | 62,380 |
| Reichhold Chemicals, Inc. | 59,829 |
| Acme White Lead & Color Works | 59,241 |
| Boots Aircraft Nut Corp. | 56,974 |
| Goodyear Tire & Rubber Co. | 52,221 |
| Maryland Pharmaceutical Co. | 42,379 |
| Cheapeake & Ohio Railway Co. | 41,496 |
| Table Products, Inc. | 36,324 |
| Miss Swank, Inc. | 31,184 |
| American Bird Products, Inc. | 20,642 |
| Sherwood Bros., Inc. | 20,164 |
| Coronet Magazine | 19,467 |
| Hartz Mountain Products | 14,938 |
| W. L. Douglas Shoe Co. | 9,920 |
| Loyal Order of the Moose | 9,814 |
| Rust Craft Publishers, Inc. | 7,925 |
| Shipstead & Johnson | 3,726 |
| Political Advertisers | 421,422 |
| Locally Sponsored Shows | 1,260,638 |
| TOTAL | \$19,538,850 |

NBC Client and Agency Billings Not Available

Major Networks' Gross Billings by Agencies: 1944

American Broadcasting Co. (Blue) Billings by Agencies

| | |
|------------------------------|--------------|
| J. Walter Thompson Company | \$ 6,100,528 |
| D'Arcy Advertising Co., Inc. | 3,720,994 |
| Compton Advertising, Inc. | 3,224,157 |
| Kenyon & Eckhardt, Inc. | 2,259,120 |
| Wade Advertising Agency | 1,828,699 |
| Young & Rubicam, Inc. | 1,731,065 |
| Warwick & Legler, Inc. | 1,511,077 |

| | |
|--------------------------------------|-----------|
| Sherman & Marquette, Inc. | 1,057,752 |
| Dancer-Fitzgerald-Sample | 1,029,412 |
| Hill Blackett & Company | 914,599 |
| McCann-Erickson, Inc. | 889,161 |
| Schwimmer & Scott Advertising Agency | 888,644 |
| Walker and Downing | 886,901 |
| Knox Reeves Advertising, Inc. | 869,998 |
| Lennon & Mitchell, Inc. | 832,848 |
| Footo, Cone & Belding | 822,754 |
| Aubrey, Moore & Wallace, Inc. | 794,987 |
| MacFarland, Aveyard & Company, Inc. | 737,893 |
| William Esty and Company, Inc. | 657,764 |
| Newell-Emmett Co. | 576,456 |

| | |
|---|---------|
| Lutchins Advertising Co., Inc. | 544,752 |
| Lee Burnett Company, Inc. | 488,556 |
| N. W. Ayer & Son, Inc. | 480,042 |
| J. D. Tatcher & Co. | 453,806 |
| Small & Seiffer, Inc. | 439,850 |
| Raymond Spicer Company, Inc. | 439,268 |
| Duane Jones Company | 431,884 |
| Buene, Barton, Durstine & Osborn, Inc. | 430,616 |
| Henri Hurst & McDonald, Inc. | 429,008 |
| The Blow Company, Inc. | 415,146 |
| H. W. Kastor & Sons Advertising Co., Inc. | 356,065 |
| Benton & Bowles, Inc. | 346,261 |
| Buchanan & Co. | 326,709 |

| | |
|-------------------------------------|---------|
| Sayre M. Ramsdell Assoc. | 304,930 |
| Tracy-Locke Company, Inc. | 287,717 |
| Ted Bates, Inc. | 286,361 |
| McJunkin Advertising Company | 266,562 |
| Pedlar-Ryan & Lusk, Inc. | 219,025 |
| Keeling & Co., Inc. | 198,028 |
| Doherty, Clifford & Shenfield, Inc. | 166,676 |
| Critchfield and Company | 164,643 |
| Sherman, K. Ellis & Company, Inc. | 162,190 |
| Pacific National Advertising Agency | 157,097 |

(Continued on Page 32)



**DID IT MAKE
A
Sound?**

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

Remember the question that never fails to start an argument? "If a tree falls in a forest and there's no one there to hear it, does it make a sound?"

Rephrase the question in terms of radio and there can be no argument. "If a product is advertised over the air, and only a small proportion of the listening audience hears it, will it sell?"

Your program, broadcast over WCBM, will sell for listening to WCBM has become a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
National Representatives

George Roeder
Gen. Manager

Major Networks' Gross Billings by Agencies: 1944

(Continued from Page 30)

| | |
|---|---------|
| Burton, Browne Advertising | 147,528 |
| Advertising & Sales Council, Inc. | 125,858 |
| Fuller & Smith & Ross Inc. | 124,996 |
| Emil Mogul Company, Inc. | 124,111 |
| A. W. Lewin Co. | 108,934 |
| Glicksman Advertising Co., Inc. | 101,988 |
| William H. Weintraub & Company, Inc. | 99,450 |
| Brisacher, Van Norden & Staff | 8,528 |
| J. William Sheets | 85,130 |
| Tucker Wayne & Company | 82,758 |
| Hazard Advertising Company | 77,359 |
| Franklin Bruck Advertising Corporation | 70,656 |
| Donahue & Coe, Inc. | 60,954 |
| Maxon Incorporated | 57,163 |
| The M. H. Hackett Co. | 55,488 |
| Pacific Coast Advertising Co., Inc. | 44,982 |
| Roche, Williams & Cleary, Inc. | 41,076 |
| United States Advertising Corporation | 35,687 |
| Alfred J. Silberstein—Bert Goldsmith Inc. | 35,588 |
| Ruthrauff & Ryan, Inc. | 26,964 |
| Glasser-Gailey & Company | 24,992 |
| Erwin, Wasey & Co., Inc. | 23,010 |
| Smith & Bull | 21,854 |
| Raymond R. Morgan Company | 17,066 |
| Rhoades & Davis | 17,459 |
| Long Advertising Service | 15,860 |
| Charles Sheldon Advertising Agency | 15,042 |

| | |
|---------------------------------------|--------------|
| Elwood J. Robinson Advertising Agency | 13,509 |
| Brooks Advertising Agency | 13,110 |
| Robert Smith Advertising | 10,851 |
| Courtland D. Ferguson Inc. | 10,345 |
| George Weasell | 10,260 |
| Geyer, Cornell & Newell Inc. | 8,935 |
| Direct | 8,839 |
| John Stover Advertising Agency | 5,910 |
| Hillman-Shane-Breyer | 4,246 |
| Little & Co. | 4,122 |
| Reincke-Ellis-Younggreen & Finn Inc. | 8,948 |
| O. E. Hopfer—Industrial Advertising | 3,146 |
| Century Advertising Agency | 2,700 |
| Total | \$40,944,629 |
| Political | 411,500 |
| TOTAL | \$41,356,129 |

CBS Billings by Agencies

| | |
|---------------------------|--------------|
| Young & Rubicam, Inc. | \$ 7,966,037 |
| J. Walter Thompson Co. | 7,091,514 |
| Dancer-Fitzgerald-Sample | 6,033,899 |
| Ruthrauff & Ryan, Inc. | 4,434,356 |
| The Blow Co., Inc. | 4,057,915 |
| Compton Advertising, Inc. | 3,411,513 |

| | |
|---|-----------|
| Batten, Barton, Durstine & Osborn, Inc. | 8,264,361 |
| Footes, Cone & Belding | 3,040,127 |
| Ted Bates, Inc. | 2,248,027 |
| Wm. Esty & Co., Inc. | 2,232,440 |
| Benton & Bowles, Inc. | 2,123,510 |
| Arthur Meyerhoff & Co. | 1,858,519 |
| Maxon, Inc. | 1,556,966 |
| Newell-Emmett Co., Inc. | 1,520,922 |
| McCann-Erickson, Inc. | 1,321,420 |
| Campbell-Ewald Co. | 1,308,719 |
| Pedler & Ryan, Inc. | 923,926 |
| Ward Wheelock Co. | 804,309 |
| Gardner Advertising Co. | 789,640 |
| Buchanan & Co., Inc. | 785,567 |
| Wm. H. Weintraub & Co. | 772,317 |
| C. L. Miller Co. | 754,408 |
| Sherman & Marquette, Inc. | 716,627 |
| Warwick & Legler, Inc. | 712,107 |
| N. W. Ayer & Son, Inc. | 670,878 |
| D'Arcy Advertising Co., Inc. | 520,720 |
| Knox Reeves Advertising, Inc. | 492,504 |
| Roche, Williams & Cleary, Inc. | 465,264 |
| Arthur Kudner, Inc. | 411,504 |
| Kenyon & Eckhardt, Inc. | 407,586 |
| Duane Jones Co. | 372,111 |
| Addison Lewis & Associates | 334,626 |
| Grant Advertising, Inc. | 330,991 |
| Joseph Katz Co. | 300,963 |
| Morse International | 294,020 |
| Russel M. Seeds Co. | 282,573 |
| Henri, Hurst & McDonald, Inc. | 267,455 |
| Cruttenden & Eger | 259,435 |
| Sorensen & Co. | 218,456 |

| | |
|-----------------------------------|--------------|
| Lennen & Mitchell, Inc. | 171,257 |
| Walker & Downing | 148,542 |
| Raymond R. Morgan Co. | 117,086 |
| H. W. Kastor & Sons Adv. Co. Inc. | 110,027 |
| Erwin, Wasey & Co. | 99,480 |
| Barton A. Stebbins, Inc. | 97,396 |
| Spitzer & Mills, Ltd. | 63,812 |
| Wade Advertising Agency | 61,425 |
| Wallace-Ferry-Hally Co. | 58,534 |
| Clements Co., Inc. | 52,760 |
| Ronalds Advertising Agency | 43,635 |
| Garfield & Guild | 38,908 |
| Brooks Advertising Agency | 38,281 |
| Brisacher & Van Norden | 36,972 |
| Hillman, Shane & Breyer, Inc. | 33,772 |
| Franklin Bruck Advertising Corp. | 33,130 |
| Green-Brodie, Inc. | 30,812 |
| W. Earl Bothwell Adv. Agency | 29,394 |
| Lake-Spiro Shurman, Inc. | 29,342 |
| Western Advertising Agency | 28,098 |
| Baker Advertising Agency | 27,824 |
| Glasser-Gailey & Co. | 25,283 |
| Rhoades & Davis | 20,706 |
| Hixson-O'Donnell Adv. Inc. | 20,286 |
| Long Advertising Service | 19,908 |
| J. D. Tarcher & Co., Inc. | 19,596 |
| Flager Advertising, Inc. | 12,892 |
| Beaumont & Hohman, Inc. | 11,583 |
| Pacific National Adv. Agency | 11,357 |
| Sherman K. Ellis Co., Inc. | 11,340 |
| Gillham Advertising Agency | 10,710 |
| Sayre M. Ramsdell Associates | 10,216 |
| John L. Halpin | 10,121 |
| Donahue & Coe, Inc. | 8,216 |
| Kelly Nason, Inc. | 7,722 |
| Armand S. Weill Co., Inc. | 7,540 |
| Don B. Miner Co. | 7,308 |
| Cockfield, Brown & Co. | 6,993 |
| Lester H. Harrison Associates | 5,681 |
| Botsford, Constantine & Gardner | 4,563 |
| George M. Wessells Adv. Agency | 4,099 |
| Schwimmer & Scott | 3,823 |
| Elwood J. Robinson Adv. Agency | 1,867 |
| Allied Advertising Agencies | 1,102 |
| Furman, Feiner & Co. | 908 |
| Advertising Arts Agency | 812 |
| Clairence B. Juneau | 812 |
| Hugh A. Deadwyker | 575 |
| Cotter Advertising Agency | 370 |
| Copley Advertising Agency | 125 |
| TOTAL | \$66,791,319 |

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

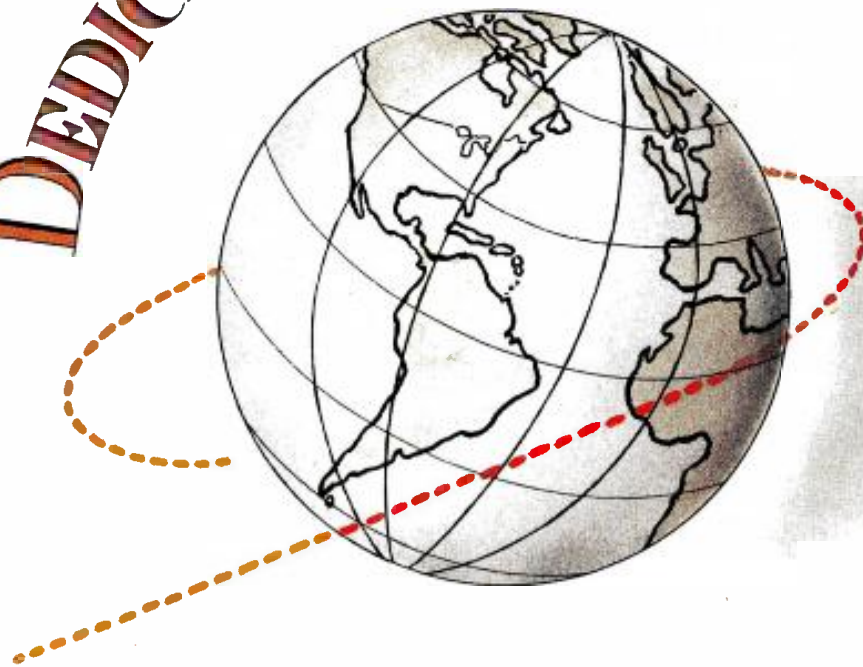


| | |
|------|-----------------------|
| KTBS | Hot Springs, Ark. |
| KWKH | Shreveport, La. |
| WCPO | Cincinnati, Ohio |
| WTJS | Jackson, Tenn. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| KTBC | Austin, Texas |
| KRIC | Beaumont, Texas |
| KWBU | Corpus Christi, Texas |
| KRLD | Dallas, Texas |
| WCHS | Charleston, W. Va. |
| WBLK | Clarksburg, W. Va. |
| WSAZ | Huntington, W. Va. |
| WPAR | Parkersburg, W. Va. |

MBS Billings by Agencies

| | |
|---|--------------|
| Erwin Wasey & Co., Inc. | \$2,406,501 |
| Hixson O'Donnell Adv. Inc. | 1,301,917 |
| Ruthrauff & Ryan, Inc. | 1,230,241 |
| Donahue & Coe Inc. | 1,056,848 |
| Kenyon & Eckhardt Inc. | 1,041,945 |
| R. H. Alber Co. | 950,309 |
| Ivey & Ellington Inc. | 733,653 |
| Arthur Meyerhoff & Co. | 677,421 |
| William H. Weintraub & Co., Inc. | 660,964 |
| Maxon Inc. | 642,590 |
| Walker & Downing | 539,659 |
| Wallace-Ferry-Hally Co. | 499,852 |
| Stanley G. Boynton | 475,623 |
| H. B. Humphrey Co. | 456,696 |
| Gardner Adv. Co. | 450,713 |
| Russel M. Seeds Co., Inc. | 438,095 |
| Gotham Adv. Co. | 425,477 |
| Raymond Spector Co., Inc. | 395,263 |
| Young & Rubicam, Inc. | 337,079 |
| Birmingham, Castleman & Pierce, Inc. | 322,220 |
| Calkins & Holden | 321,393 |
| J. Walter Thompson Co. | 277,961 |
| J. C. Hoekin Assoc. | 276,009 |
| McJunkin Adv. Co. | 267,102 |
| Leo Burnett Co. | 261,558 |
| Duane Jones Co., Inc. | 213,349 |
| Roche Williams & Cleary Inc. | 206,662 |
| Al Paul Lefton Co., Inc. | 164,198 |
| Warwick & Legler | 138,567 |
| Blow Co., Inc. | 137,919 |
| Schwimmer & Scott | 120,063 |
| Buchanan & Co. | 115,825 |
| Batten, Barton, Durstine & Osborn, Inc. | 88,248 |
| United States Adv. Corp. | 85,509 |
| The Caples Co. | 69,531 |
| Raymond R. Morgan Co. | 68,381 |
| Sterling Adv. Agency Inc. | 62,380 |
| Grant Adv. Inc. | 59,241 |
| Clements Co., Inc. | 56,763 |
| Henri Huret & McDonald Inc. | 56,374 |
| Cecil & Presbrey Inc. | 52,221 |
| The Joseph Katz Co. | 41,496 |
| Footes Cone & Belding | 36,324 |
| Weston Barnett Inc. | 20,642 |
| Van Sant, Dugdale & Co., Inc. | 20,164 |
| Lester Harrison Assoc., Inc. | 16,748 |
| D'Arcy Adv. Co., Inc. | 15,781 |
| George H. Hartman Co. | 14,933 |
| Green-Brodie | 13,220 |
| Furman Ferner & Co., Inc. | 10,146 |
| Harold Cabot & Co., Inc. | 9,920 |
| L. W. Ramsey | 9,314 |
| Hirshon-Garfield Inc. | 5,408 |
| Allied Agencies | 3,726 |
| Direct | 14,259 |
| Locally Sponsored | 1,260,638 |
| TOTAL | \$19,533,650 |

DEDICATION



... That **WLW** listeners shall continue to be the best informed audience in the world.

NEWS means more today, to more people, than ever before in history. Outstanding even before the war, WLW's news coverage has been improved, expanded and intensified to keep WLW listeners the best informed audience in the world.

But the need for news coverage will not diminish, even when World War II is over and done. Rather, the problems of peace and the rebuilding of a world will call for the same clear, concise, complete and unbiased reports that have distinguished WLW during the war years.

And throughout the great, four-state market of 12,000,000 people that is WLW-Land, ears will stay tuned to WLW. They are the ears of people who buy more drug and grocery products than are sold in the five boroughs of New York City and the city of Chicago combined. The intensity with which they listen, plus the cooperation WLW receives from the wholesale and retail dealers who move your merchandise, makes for one of the most effective means of directing the sale and distribution of consumer goods in the history of merchandising.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION



Mike Peng
CHUNGKING

Le Selle Gilman
HONOLULU

Milton Chase

Susan Barry
SIDNEY

Into the WLW newsroom, the news centers of the world Press, Wide World and Associated Press, these six services are the Stockholm, Bern, Ankara, Honolulu and Sidney. . . . An

THE WLW LISTENERS WILL

MAJ. GEN. JAMES E. EDMONDS, Military Analyst, Newspaper Correspondent

To report military developments in terms comprehensible to the average listener calls for an analyst with wide experience in military affairs, as well as in the job of reporting the news. WLW brings such a man to its listeners in the person of Maj. Gen. James E. Edmonds, U. S. Army, Ret.



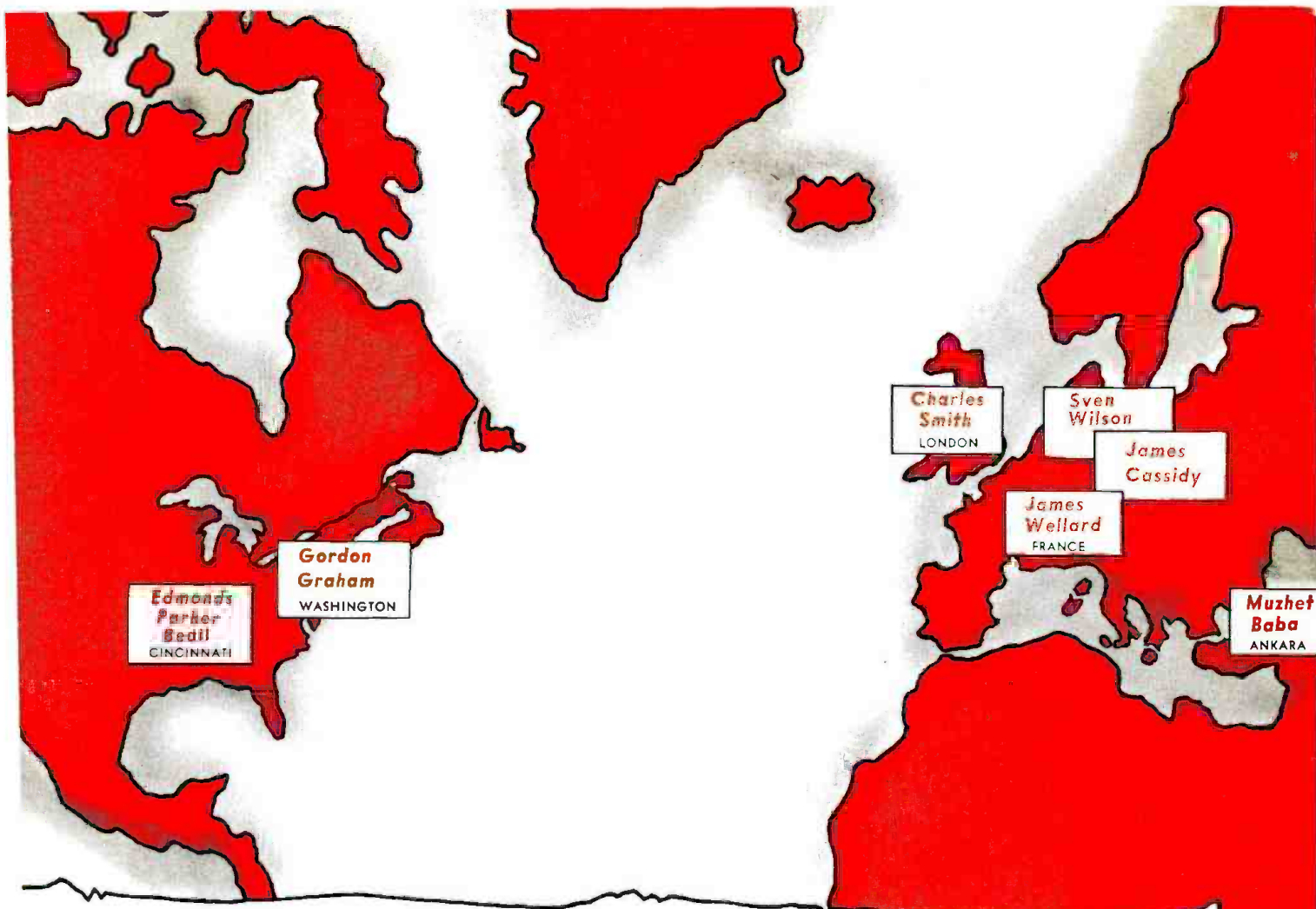
ROBERT PARKER, International Correspondent

News of international significance can best be reported by a man with first-hand knowledge of foreign affairs. WLW's foreign affairs expert is Robert Parker. A Paris correspondent for six years in the service of Associated Press, a newsman for three years in the Balkan hotbed of Budapest and later chief of the OWI office in Turkey, Robert Parker knows whereof he speaks.



JACK BEALL, His

Because "today's news springs from the deep roots of history," WLW lays special emphasis on the background of the news. Well-fitted for this assignment by reason of his personal background as an historian and author is Jack Beall. His listeners benefit by his wide experience as a foreign correspondent and a writer of note.



be interpreted by experts, flows a never-ending stream of reports from WLW is served by International News Service, NBC, Reuters. United Press . . . world's greatest news gathering agencies. Supplementing regular dispatches of WLW's own foreign correspondents in London, New York and Sidney, plus special cabled reports from Paris, London, and Moscow is the aim of WLW's News-gathering and Disseminating Facilities . . .

CONTINUE TO BE THE BEST INFORMED RADIO AUDIENCE IN THE WORLD

in, Author

GORDON GRAHAM, Washington Correspondent



To report national news and governmental affairs of special interest to midwestern listeners, WLW established its own full-time news bureau in the nation's capital—first single radio station to do so. In charge, is Gordon Graham, who has had wide experience in radio reporting. In addition to his daily broadcast, he also provides special stories which are integrated into other WLW programs.

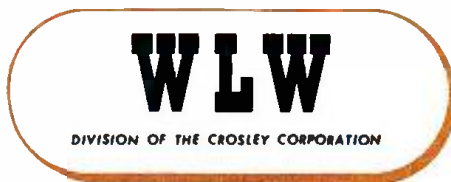


And although personalities may change, the basic precepts already established which have made the WLW audience the best informed in the world, will continue. We believe that in the Peace to follow, there will continue to be a need for complete, concise, unbiased news coverage. So, what WLW has already accomplished for a distinguished clientele, we earnestly feel we can do for you throughout the great four-state market which is WLW-Land.



... in the HEART OF AMERICA

In 37 trading areas throughout this Nighttime Merchandise-able Area of The Nation's Station, 34.2% of the radio listeners* are tuned to WLW between 6 and 10 p.m. One out of every three radios in this area of approximately 12,000,000 population can be reached with just one station . . . at the lowest cost per listener in radio . . . the lowest cost per impression in advertising! Morning and afternoon, too, WLW commands a lion's share of this vast market's radio audience. If you have a product to sell to these people, and you want to sell it inexpensively, place your advertising on The Nation's Station . . .



THE NATION'S MOST MERCHANDISE-ABLE STATION

*This is based on 156,674 coincidental phone calls made by C. E. Hooper, Inc., during Winter and Spring, 1944, between 6 and 10 p.m. Excluded from the "share of audience" percentage are all those who did not answer the phone, who were not listening, or who were unable to identify the station to which they were listening.

An Important Statement

BY MYCALEX CORPORATION OF AMERICA

Issued in an Effort to Clear up and to Avoid Continued Confusion in the Trade

IT has come to our attention that in some quarters electronic engineers and purchasing executives are under the erroneous impression that the MYCALEX CORPORATION OF AMERICA is connected or affiliated with others manufacturing glass-bonded mica insulation, and that genuine "MYCALEX" and products bearing similar names are all "the same thing" . . . are "put out by the same people" . . . and "come from the same plant."

THESE ARE THE FACTS:

- 1 The MYCALEX CORPORATION OF AMERICA is not connected or affiliated with any other firm or corporation manufacturing glass-bonded mica insulating materials. It is 100% American in ownership and operation.
- 2 The word "MYCALEX" is a registered trade-mark owned by MYCALEX CORPORATION OF AMERICA, and identifies glass-bonded mica insulating materials manufactured by MYCALEX CORPORATION OF AMERICA.
- 3 The General Electric Company, by virtue of a non-exclusive license it had under a MYCALEX patent through the MYCALEX (PARENT) COMPANY LTD., has been permitted use of the trademark "MYCALEX" on its glass-bonded mica insulating materials.
- 4 The MYCALEX CORPORATION OF AMERICA has behind it over 20 years of research leadership, dating back to work done by the original MYCALEX (PARENT) COMPANY, LTD. of Great Britain, from which it obtained its American patents. MYCALEX CORPORATION OF AMERICA owns U. S. patents and patent applications on improved glass-bonded mica insulation marketed under the trade-mark "MYCALEX".
- 5 The products of MYCALEX CORPORATION OF AMERICA are: (a) "MYCALEX 400"—the most highly perfected form of MYCALEX insulation, approved by the Army and Navy as Grade L-4 insulation. MYCALEX 400 is sold in sheets, rods and fabricated form. (b) "MYCALEX K"—an advanced capacitor dielectric with a dielectric constant of 10 to 15, which can be fabricated to specifications. (c) MOLDED MYCALEX available to specifications in irregular shapes and into which metal inserts may be incorporated.
- 6 "MYCALEX" in the forms described above is made by exclusive formulae and exclusive patented processes. It is utterly impossible for any one other than the MYCALEX CORPORATION OF AMERICA to offer any product, similar in appearance, as "the very same thing".

MYCALEX CORPORATION of AMERICA

"Owners of 'MYCALEX' Patents"

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Plant and General Offices: CLIFTON, N. J.



Program Popularity in 1944

By GEORGE H. ALLEN

Manager and Secretary, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1944 was one of great national and world developments. Most of these events, domestic and foreign, were reflected in the pattern of U. S. radio broadcasting. Events such as D-Day, the Presidential election, U. S. Treasury Bond Drives, and news of Pacific victories were considered more or less inflationary factors to radio audience levels. On the other hand, the absence of millions of younger males from home circles, and the greater away-from-home employment of women in industry had a temporizing effect on the maintenance of high levels of listening.

Some of these radio audience highlights for 1944 are reviewed in following paragraphs. Others, including such influences as G. I. radio-coverage of the men in uniform with specially designed program schedules (over standard broadcasting stations and shortwave) cannot be evaluated until post-war.

Record Year

In 1944 the radio industry experienced the greatest dollar volume in its commercial history. Each of the four major networks finished the year with published statements of record billing totals. Spot billings throughout the industry were also estimated at new highs for that type of radio advertising.

Paralleling this increase in the commercial volume of radio broadcasting was a similar expansion in the evaluation of U. S. radio audiences. An either completely new or additional audience survey coverage was provided in 1944 by the Cooperative Analysis of Broadcasting to 81 major U. S. cities, to 5-minute, regional, limited network and late-night programs, and to nationally broadcast but locally placed live or transcribed spot programs. Local U. S. city audiences also received continued and expanded survey evaluation in keeping with the increased use made by advertisers of local radio in 1944.

Some time-periods on the networks had "SRO" signs posted throughout the year. As a result, the after 10:30 p.m., or "late-night", network program schedules, and the weekend daytime periods filled up with new and popular programs.

The striking increase in volume of network programs in 1944 as rated by the CAB is summarized by the following table:

TOTAL NUMBER OF CAB RATED PROGRAMS

| | Winter Season 1942-3 | 1943-4 | Total Increase | Summer Season 1942-3 | 1943-4 | Total Increase |
|---------|-------------------------|--------|-------------------|-------------------------|--------|-------------------|
| Evening | 136 | 161* | 25 | 160 | 185 | 25 |
| Daytime | 68 | 106 | 38 | 81 | 110 | 29 |

* This total for 1943-4 does not include programs broadcast after 10:30 p.m. All other evening totals do.

There were a number of interesting features to this 1944 increase in commercial sponsorship of radio programs. A great many of the new programs were sponsored by advertisers using network radio for the first time. New programs sponsored by these national advertisers were varied and include programs such as: *The Doctors Talk It Over*; *Let's Face The Issue*; *Your America*; *Miss Hattie*; *The Chatham Shopper*; *Screen Test*; *The Man Called X*; *The Detroit Symphony Orchestra*; *Dale Carnegie*; *The Electric Hour*; *Time For Decision*—Sumner Welles; *Everything For the Boys*; *The Life of Riley*; *Steel Horizons*; and *Quick As a Flash*.

Another particularly interesting feature of the sponsorship of new programs was the number of these that were not new to the radio audience. Among the large number of new network rated programs in 1944, the radio listener recognized many as long-established and popular sustainers. A glance at some of these sustainers-gone-commercial reveals a wide range of showmanship ideas and program types, such as: *America's Town Meeting of the Air*; Dunninger, *Hop Harrigan*; *What's The Name of That Song*; *Nick Carter*; *Theatre of Romance*; *Date Line*; *Corliss Archer*; *Garden Gate*; *Words At War*; *My True Story*; *Time Views the News*.

At the end of 1944, as at the end of 1943, Bob Hope and *Fibber McGee & Molly* continued to lead all nighttime programs in popularity. Jack Benny, who had placed third in December 1943, shared 3d place with Walter Winchell in December 1944. The year saw the loss of Red Skelton to the armed forces, and the disappearance of the *Maxwell House Coffee Time* and *The Great Gildersleeve* programs from among the top 15 as ranked a year ago. Newcomers in December 1944 to the top 15 leaders included *Truth or Consequences* and *The Fitch Bandwagon*.

The list of these top 15 nighttime leaders at the end of 1944 in 81 CAB cities is as follows:

Pensodent Program—Bob Hope
Fibber McGee and Molly
Tie { Jack Benny
Walter Winchell
Kraft Music Hall
Sealtest Village Store
Chase & Sanborn Program
Lux Radio Theatre
Mr. District Attorney
Screen Guild Players
Abbott and Costello
Take It or Leave It
Time to Smile—Eddie Cantor
Truth or Consequences
Fitch Bandwagon

The 1944 winter season recorded 38 more commercial network daytime programs broadcast than during the preceding winter. The summer daytime picture presented a similar story with 29 more rated commercial programs. The increase in daytime sponsored programs, however, did not occur among the long-established serial dramas, but came from new program categories.

The biggest change among daytime leaders came in the weekend daytime category. In December 1943, leaders in this single broadcast category included *The Pause That Refreshes*, *The Prudential Family Hour*, and *Those We Love*. The first two places among the 1943 leaders were taken in 1944 by *The Westinghouse Program*, and *Grand Central Station*. The *Prudential Family Hour* finished 3d in 1944.

The list of the top 15 daytime

leaders as of December 1944 includes:

When a Girl Marries
Kate Smith Speaks
Ma Perkins (CBS)
Breakfast at Sardi's (Kellogg)
Our Gal Sunday
Tie { Romance of Helen Trent
{ Portia Faces Life
Breakfast at Sardi's (P & G)
Big Sister
Stella Dallas
Pepper Young's Family
Aunt Jenny's Stories
Life Can Be Beautiful
Ma Perkins (NBC)
Lorenzo Jones

Top three weekend daytime programs:

Westinghouse Program
Grand Central Station
Prudential Family Hour

An analysis of the share of the total commercial air time devoted to each of many program types over the past several years spotlights the principle changes in 1944. The following tables summarize program type rankings since 1937-1938 taken from official CAB records. Only the most popular of the program types are summarized.

EVENING PROGRAMS (WINTER SEASON)
(Rank in % of Total Commercial Evening Air Time)

| | Drama | Variety | News & Talks | Aud. Part. | Pop. Music | Fam. Music |
|---------|-------|---------|--------------|------------|------------|------------|
| 1943-4 | 1 | 2 | 3 | 5 | 4 | 6 |
| 1942-3 | 1 | 2 | 4 | 3 | 5 | 6 |
| 1941-2 | 1 | 2 | 5 | 3 | 4 | 6 |
| 1940-1 | 1 | 3 | 4 | 2 | 5 | 6 |
| 1939-40 | 2 | 1 | 5 | 3 | 4 | 6 |
| 1938-9 | 2 | 1 | 6 | 4 | 3 | 8 |
| 1937-8 | 2 | 1 | 5 | 7 | 3 | -- |

DAYTIME PROGRAMS (WINTER SEASON)
(Rank in % of Total Commercial Evening Air Time)

| | Serial Drama | Other Drama | News & Talks | Variety | Children's Programs |
|---------|--------------|-------------|--------------|---------|---------------------|
| 1943-4 | 1 | 4 | 2 | 3 | 5 |
| 1942-3 | 1 | 6 | 2 | 4 | 3 |
| 1941-2 | 1 | 3 | 2 | 4 | 5 |
| 1940-1 | 1 | 7 | 2 | 5 | 4 |
| 1939-40 | 1 | 5 | 3 | 4 | 2 |
| 1938-9 | 1 | -- | 2 | 5 | 3 |
| 1937-8 | 1 | 5 | 2 | 4 | 3 |

D-Day

Radio played one of the biggest roles in its history in 1944 when it kept the nation informed of the invasion of the European continent.

A pre-invasion speech of President Roosevelt delivered at 8:30 p.m. Monday, June 5, 1944 attained a rating of 37.8% in the 81 U. S. cities surveyed by the CAB. A total of 96.9% of all sets in use were tuned to the President. This was the first time the Roosevelt audience had been checked in the 81-city sample.

The speech was delivered on invasion eve and its content was keyed primarily to the fall of Rome.

INVASION DAY—JUNE 6th—SHOWED A TREMENDOUS INCREASE IN GENERAL LISTENING LEVELS. The CAB index of overall listening for the daytime period of 9:00 a.m. to 6:30 p.m., (EWT) was a normal 13.0% for Tuesday, May 23. June 6th, the day of invasion, this index of average listening to all radio programs shot up to a 26.2%—a 100% increase

in daytime listening activity over the seasonal normal.

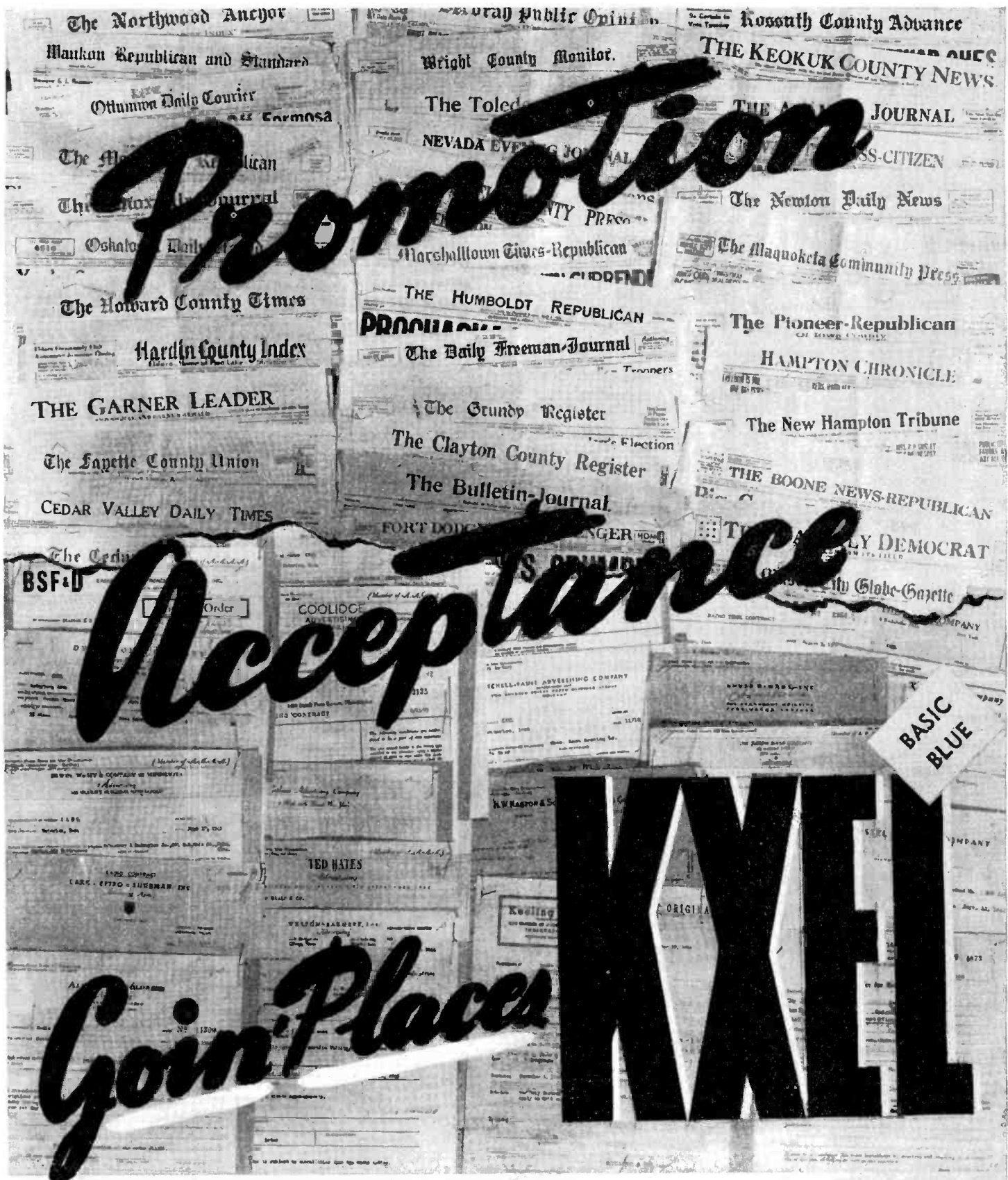
Evening listening for D-Day was an average of 35.0% from 6:30 p.m. to 10:30 p.m. (EWT) as compared to a 24.6% Tuesday May 23d, the last preceding Tuesday checked by the CAB. This represented a 42% increase in average evening audiences, most of whom were dialed in for news, as network schedules in general gave precedence to war bulletins.

Presidential Election

The 1944 Presidential election was conducted primarily over the radio and with the use of accepted commercial radio techniques to a greater degree than any previous national election.

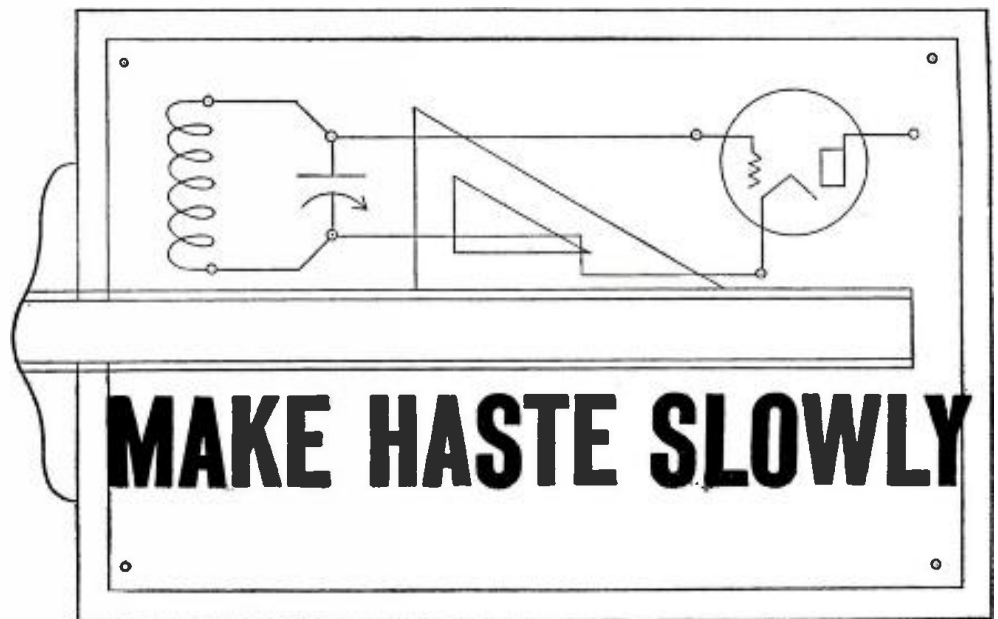
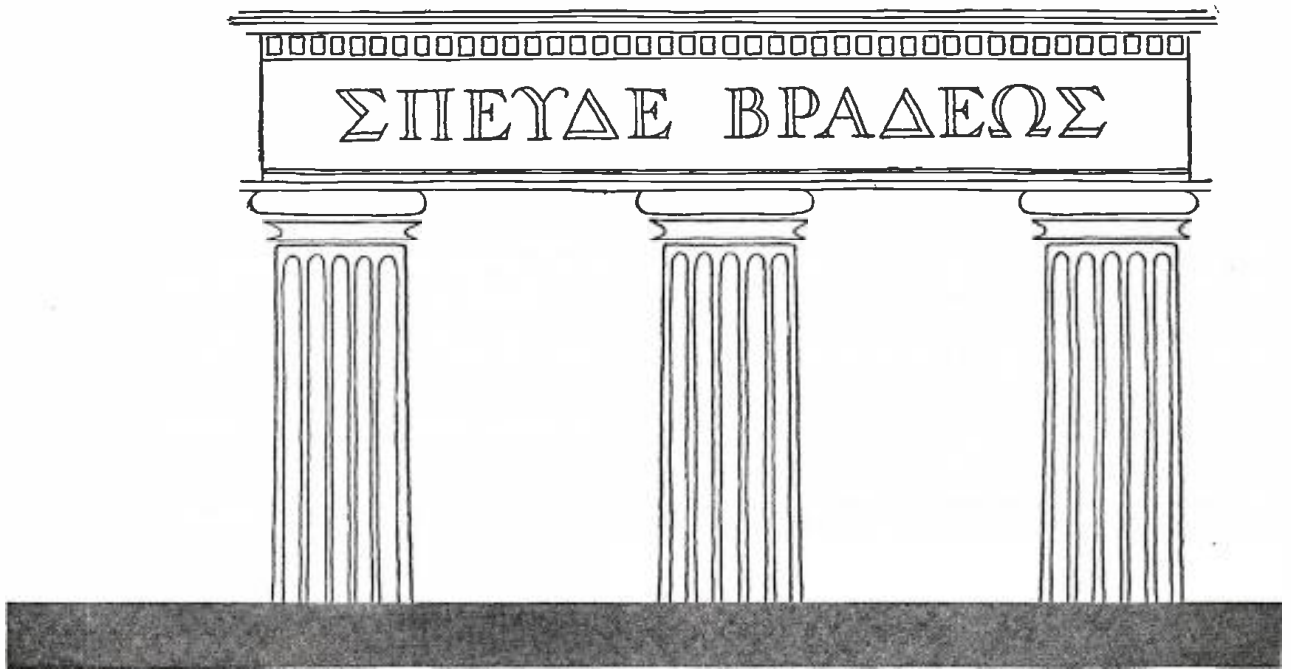
The 1944 campaign was the first such campaign ever to be surveyed continuously in a cross-section of all U. S. cities with a population of 50,000 or more. There were 61 political broadcasts rated by the CAB in its 81-city sample during the election. Of these 61 broadcasts,

(Continued on page 42)



JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA
• REPRESENTED BY JOHN BLAIR AND COMPANY •

50,000 WATTS
CLEAR CHANNEL



From where we stand, we're aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That's Greek to us, too, but in English it serves this network as a highly suitable text: "make haste slowly..."

In *any* field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means *building*—soundly ... firmly... solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which *must* be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we've made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers . . . agencies . . . station operators . . . radio artists . . . program producers. Always, of course, in the interest of the listening public.

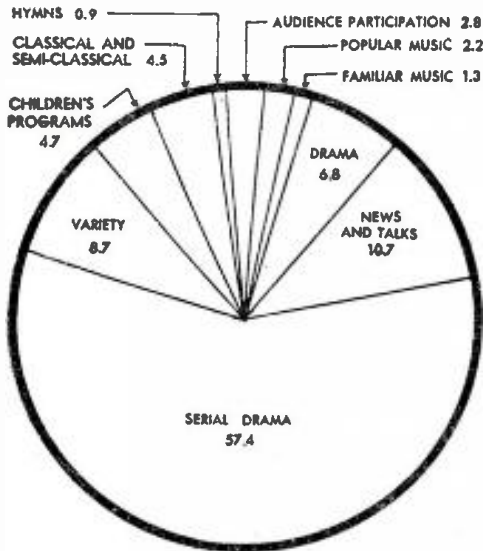
We'll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.

MUTUAL BROADCASTING SYSTEM

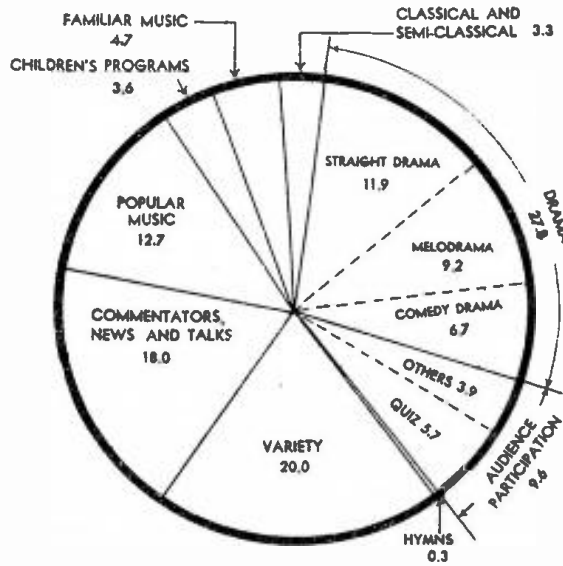
DIVISION OF COMMERCIAL NETWORK TIME By Program Types

October 1943-April 1944

Daytime Programs

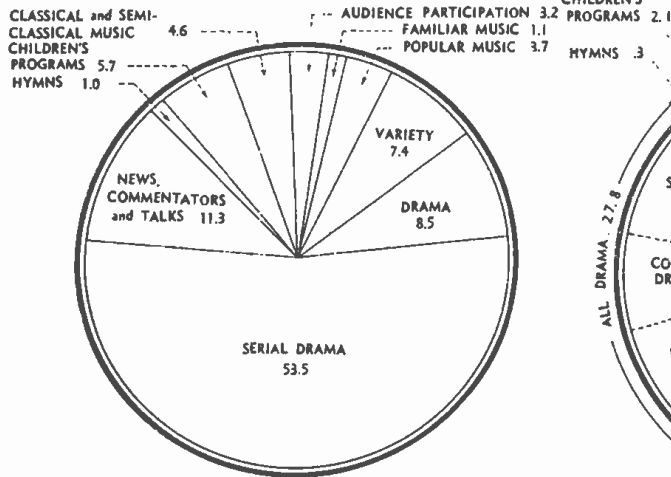


Nighttime Programs

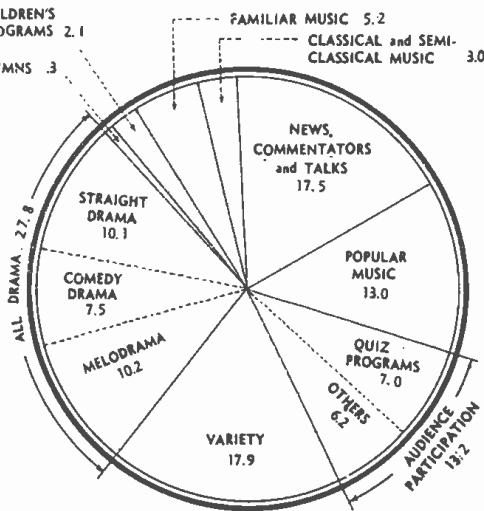


May-August 1944

Daytime Programs



Nighttime Programs



NOTE: Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week have been considered as 1 1/4 hours per week for the number of weeks investigated, 15-minute program three times a week 3/4 hour, etc.

(Continued from page 38)

only 17 were those of President Roosevelt and Governor Dewey.

The average rating of each of these two candidates was 24.4 for President Roosevelt and 16.7 for Governor Dewey (rebroadcasts are not included in average rating). Thus the radio popularity of each candidate paralleled very closely the division of the popular vote for cities 50,000 or more in size as surveyed by the Crossley Presidential Poll. Once again radio proved itself

to be a mirror of mass interest.

The most interesting radio debate between the two candidates was prompted by President Roosevelt's speech before the Teamsters Union September 23d which rated a 26.4. Governor Dewey's now famous reply was made from Oklahoma and his broadcast September 25th rated a 20.9.

The following is a summary of the leading 1944 political broadcasts rating higher than a 10.0 in the CAB's 81-city sample. All the

other political broadcasts surveyed rated less than 10.0.

| Program | Rating |
|--------------------------------|--------|
| Roosevelt, CBS & NBC—9/23 | 26.4 |
| Dewey, NBC & Blue—9/25 | 20.9 |
| Dewey, CBS—10/7 | 14.2 |
| Roosevelt, NBC & Blue—10/21 | 22.3 |
| Dewey, NBC & Blue—10/24 | 20.6 |
| Rep. Nat. Com., CBS—10/25 | 13.9 |
| Roosevelt, MBS & CBS—10/27 | 23.4 |
| Dewey, NBC—10/31 | 12.9 |
| Dewey, NBC & MBS—11/1 | 18.8 |
| Roosevelt-Hannigan, NBC—11/2 | 21.2 |
| Bricker, CBS—11/2 | 10.2 |
| Roosevelt, CBS, NBC, Blue—11/4 | 27.7 |

War Bond Programs

The highest rated radio bond program broadcast under the auspices of the U. S. Treasury Department during the CAB interviewing weeks in 1944 was the four-net

work, hour program broadcast January 17th. It rated a 37.9. A close second came the five-minute talk by President Roosevelt on Sunday, Nov. 19, inaugurating the Sixth War Loan. He had a rating of 34.9.

Other bond programs rated as follows:

Sixth War Bond Program—11/18, 11.1; *Mission Unaccomplished*, Sixth War Loan—11/19, 10.5; Jean Hersholt, DeMille and others, Sixth War Loan—11/19, 7.6; *Liberation Cantata*, Sixth War Loan—11/19, 6.5; *Miracle on the Pullman*, Sixth War Loan—11/19, 3.5; Gabriel Heatter, Jane Cowl and others, Sixth War Loan—11/19, 2.8; Henry Morgenthau, Sixth War Loan—11/20, 6.7; *Quiz Kids*, Bond Rally, Sixth War Loan—11/20, 3.6.

News and Commentary

News programs in 1944 reached their highest volume to date in absolute numbers of programs—daytime and evening. However, nighttime news did not get the play from sponsors of new programs that other program types did. As a result, the summer season showed a slight drop-off in the percent of total commercial network evening time devoted to news and commentary.

News audiences benefited from the stimulus of such war events as D-Day (see chart on CAB 81-City Index of Radio Listening), the Presidential election, and the successive string of victories in the Pacific. Peak levels were not maintained throughout the year, however, and there is no evidence to show that this network program type continued to reflect any steady increase in audiences for the average sponsor.

During the 1943-44 winter season, the 26 news programs rated (compared with 22 during the previous winter) represented 18.0% of the total evening commercial broadcast time. This was an increase over the 16.4% for winter 1942-43, but marked a percentage drop from the 18.6% for the peak summer 1943 season with 26 nighttime news programs. This downward percentage trend continued during the summer of 1944 with a total of 27 nighttime news programs accounting for 17.0% of the total evening commercial broadcast time. There were still plenty of evening news programs on the air in 1944, but they did not share in the general increase in total volume of network sponsored programs of all types.

Sports Broadcasts

Analysis of daytime news programs revealed a different picture. The number of network daytime programs of this type jumped from 10 during the winter 1942-43 season to 16 during the winter 1943-44; took up 10.7% of total daytime commercial air time as compared with 5.5% for the previous winter. Summer 1944 showed an increase to 15 rated daytime news programs from the 10 rated during the summer 1943 season. Daytime news programs reached a new high of 11.3% of the total daytime commercial air time during the summer of 1944 as against 5.8% for the previous summer.

Sports programs, usually domi-

(Continued on page 44)

GREATER COVERAGE IN A MARKET WHERE

**effective
buying
power**

**SHOWS
A 102%
GAIN***



Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of \$573,000,000 over 1940 is from basic industries . . . industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*In its primary area alone,
KWKH serves 49 counties
with a total population of
1,456,167.*

*The
Shreveport Times
Station*

JOHN D. EWING
President

FRED OHL
Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

**Based on latest figures as compared with 1940 census.*

nantly popular with male audiences, were numerous but set no new records for high ratings in 1944. War-absent males in uniform were able to hear most special sports broadcasts via overseas shortwave. But absence of these younger males from their normal position near the "home" radio during sports broadcasts is probably the reason for the conservative level of listening to athletic events during 1944.

Highest rating of a sports program for the year went to the fourth (Sunday) game of the World Series which had a 14.2 coincidental rating in the 81-city CAB sample. This was the series in which the "rags-to-riches" St. Louis Browns met their own home-town favorites and rivals, the St. Louis Cardinals. The other two games of the Series that were rated by the CAB received a 10.8 and a 9.9 rating for the 3rd and 5th game respectively.

The greatest football event of the season was the Army-Navy game held December 2nd. The clash of these wartime juggernauts of the gridiron was broadcast over CBS and received an average Saturday afternoon rating of 8.7. Rating for the latter part of the game went as high as a 9.8.

The broadcast two weeks later of the National Professional Football League championship game (Green Bay Packers vs. New York Giants) rated a 4.2. No boxing bout rated during the year topped the 5.3 received November 24 by the Pete de Ruzza vs. Jimmy Doyle clash in Madison Square Garden.

An interesting development during the year was the extension of a regular CAB rating service to cover nationally broadcast live or transcribed "spot" programs. These are non-network programs individually spotted in hundreds of U.S. cities. In 1944 Broadcasting estimated that \$75,000,000 was spent by radio advertisers for national spot broadcasting. A continuous survey of the national character of these audiences, therefore, resulted in some interesting rating figures.

The highest rated program of this type was the well-known *Esso Reporter* (early evening) with a 6.2 rating in December. Next came the daytime serial *Judy and Jane* which had a 5.9 rating, while not far behind was the half-hour transcribed *Longines Symphonette* with a 4.9 December rating. These programs revealed a popularity with audiences equal in some cases to average network levels.

Programs five minutes in length were rated regularly by the CAB during 1944. This was the first time this type of program had ever been rated nationally, although long-established and in many cases well-known to network listeners for a concise treatment of the news and subject matter.

Consistently leading this type of broadcast was the 8:55-9:00 p.m. CBS news spot with Bill Henry (Monday through Friday) which received a 10.2 rating and Bob Trout (Saturday and Sunday at the same time) who received a 9.1 rating in the 81-city sample. Both ratings are for the winter month of December 1944.

The New CAB

The Cooperative Analysis of Broadcasting is the only cooperative, nonprofit organization measuring radio listening. It expanded in 1944 both its field of research and the copyrighted information it offers to members.

The Board of Governors of the CAB is nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Its members are: D. P. Smelser, chairman; John L. Bogert, George H. Gallup, treasurer; Robert B. Brown; Bernard C. Duffy; L. D. H. Weld; A. W. Lehman, president; George H. Allen, manager and secretary. In April 1944 the Board stated that its new expansion program was "an essential . . . stride toward its eventual goal of a rating service representing a true cross-section of all American homes, urban and rural, telephone and non-telephone."

Years of experimentation have led the CAB to rely more and more on the coincidental technique in its investigations. Many experiments with various techniques have resulted in the open-minded realization that each method carries its own limitation. For example, CAB ratings for latenight programs in the Eastern Time Zone are the result of the combined use of the day-part recall and coincidental techniques. All other ratings are produced by coincidental telephone interviews, producing an average audience rating.

At present, the dialing on which the CAB bases its ratings exceed more than 6,300,000 a year. The sampling is nearly three times the coincidental quota for CAB reports in 1943 and is 60 times as large as the 100,000 used in its early days.

Interviews are distributed among 81 cities of 50,000 or more in population in contrast with the previous field of 33 cities. By giving each city-size group its true representation, the CAB has achieved what it considers an adequate representation of the U. S. cities of 50,000 population and up.

A similar adjustment occurred in the geographic distribution of the new sample. The basis of the new distribution was an increase from four to the nine geographic areas as defined by the U. S. Census.

Tripling the dialings has resulted, of course, in a similar increase in the base for rating individual programs. The nighttime sample for each half-hour of broadcasting has been enlarged 160% to

4,020 calls while the quarter-hour daytime unit figured as five broadcasts a week on Monday through Friday, is now measured by a base 160% larger than in 1943, or 5,025 calls. Each rating is based on two weeks of interviewing.

The CAB uses the coincidental method of investigation. Interviewers ask what program and what station are being listened to at the time the telephone rang. People who answer "Don't know" are included in the sample. Homes dialed and found "busy" on the phone are excluded from the sample. The investigation periods run continuously through the day for programs originating from 9:00 a.m.-10:30 p.m. The sampling is collected at random from the telephone homes in the 81 cities forming the CAB national cross-section.

Ratings three times a year are now released on network programs for each of four city-size groups—for cities 50,000 to 100,000; 100,000 to 500,000; 500,000 to 1,000,000; 1,000,000 and over in population. Ratings are also released three times a year for the first time, based on seven U. S. geographic areas as contrasted to the normal four geographic areas to which network radio has been accustomed.

Regular Reports

This has resulted in the CAB being able to release to members twice-a-month ratings on limited network and regional network programs, ratings by the company sales territories of national advertisers, and ratings on nationally broadcast live or transcribed "spot" radio programs. Also included are eight reports a year giving brand identification ratings on each network program, and four reports a year giving the audience composition (men, women, and children) listening to each program.

Another innovation has been publication by CAB of six reports a year on the radio audience in each of the 81 cities it surveys regularly. These CAB City Reports reflect the audiences of approximately 275 stations, and evaluate the average program popularity of these stations six times throughout the seasons of the year. A particular innovation to the local radio scene is the strict city-by-city comparability of all of these local data by time of day, date of interviewing, interviewing method, etc.

During 1944 the participation in the CAB of advertisers, agencies, and other organizations interested in network radio was doubled.

Monthly Ranking of the 15 Nighttime Leaders

For the Seven Winter Months—1943-44

(Based on Coincidental Ratings in 33 CAB Cities)

| | For the Period | Oct. | Nov. | Dec. | Jan. | Feb. | Mar. | Apr. |
|----------------------------------|----------------|------|------|------|------|------|------|------|
| Fibber McGee & Molly | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 |
| Bob Hope | 2 | 1 | 3 | 2 | 1 | 2 | 1 | 1 |
| Chase & Sanborn Program | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 4 |
| Jack Benny | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 9 |
| Lux Radio Theatre | 5 | 4 | 4 | 6 | — | 5 | 6 | 6 |
| John Davis—Jack Haley | 6 | 7 | 7 | 7 | 6 | 7 | 5 | 3 |
| Aldrich Family | 7 | 5 | 6 | 5 | 4 | 6 | 7 | 5 |
| Mr. District Attorney | 8 | 6 | 8 | 9 | 11 | 10 | 9 | 7 |
| Abbott & Costello | 9 | — | 12 | 10 | 7 | 11 | 10 | 10 |
| Jergen's Journal-Walter Winchell | 10 | 9 | 13 | 8 | 10 | 9 | 12 | 11 |
| Kraft Music Hall | 11 | 8 | 11 | 11 | 8 | 8 | 14 | 14 |
| Screen Guild Players | 12 | 10 | 10 | 14 | 10 | 12 | 7 | 7 |
| Maxwell House Coffee Time | 13 | 11 | 9 | 12 | 9 | 13 | 11 | 15 |
| Take it or Leave it | 14 | 12 | 14 | 13 | 11 | 14 | 13 | 12 |
| Texaco Star Theatre-Fred Allen | 15 | -- | -- | -- | 12 | 15 | 15 | 13 |

Monthly Ranking of the 15 Nighttime Leaders

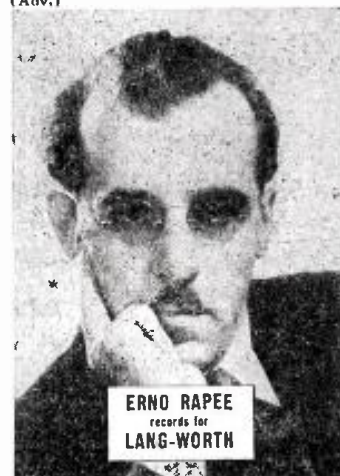
For the Four Summer Months—1944

(Based on Coincidental Ratings in 81 CAB Cities)

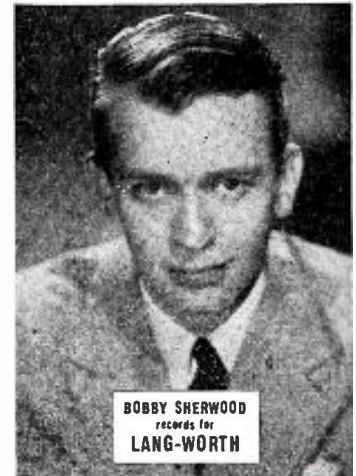
| Program | For the Period* | May | June | July | Aug. |
|----------------------------------|-----------------|-----|------|------|------|
| Jergen's Journal-Walter Winchell | 1 | 7 | 4 | 1 | 2 |
| Take it or Leave it | 2 | 8 | 10 | 2 | 2 |
| Mr. District Attorney | 3 | 14 | 5 | 3 | 1 |
| Screen Guild Players | 4 | 11 | 6 | 5 | 8 |
| Kraft Music Hall | 5 | 10 | 14 | 10 | 31 |
| Your Hit Parade | 6 | 25 | 13 | 9 | 5 |
| Lowell Thomas | 7 | 28 | 18 | 6 | 4 |
| Dr. Christian | 8 | 30 | 14 | 8 | 16 |
| Vox Pop | 9 | 27 | 15 | 16 | 21 |
| Can You Top This? | 10 | 40 | 32 | 9 | 13 |
| March of Time | 10 | 35 | 16 | -- | 61 |
| Mr. & Mrs. North | 10 | 37 | 24 | 15 | 17 |
| The Thin Man | 13 | 30 | 63 | 14 | 8 |
| Fitch Bandwagon | 13 | 21 | 20 | 24 | 54 |
| People Are Funny | 15 | 44 | 21 | 24 | 12 |

* Includes only programs broadcast at least three months of the four-month summer period.
Substitute program—Parsons-Oursler-Reynolds.

(Adv.)



ERNO RAPEE
records for
LANG-WORTH



BOBBY SHERWOOD
records for
LANG-WORTH



WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E

Hooper 1944 Radio Audience Analyses

By Matthew N. Chappell, Ph. D.
Consultant to C. E. Hooper, Inc.

IN THIS, the third year of the war, the wartime factors tending to limit radio audience size have become more pronounced. On the one hand are the increased size of the Armed Forces, greater employment and more spending money which tend to reduce the number of families at home, and on the other, gas rationing and difficulty of travel which tend to keep people at home. It is apparent that the influence of the former group has been relatively stronger in 1944 as may be seen from the smaller available audiences in both daytime and evening.

Two events during the year reflected themselves in unusually high sets-in-use. The first was D-Day and the second the Presidential election. From 7—10:30 p.m. EWT on D-Day the average sets-in-use was 40.7, with a peak of 53.0 occurring between 10 and 10:30 p.m. This is somewhat lower than the comparable average of 47.2 for Pearl Harbor. On election night all networks devoted their facilities to election returns. The average sets-in-use was 50.0% for the period 7—10:30 p.m. EWT. Peak listening was 56.6% between 9 and 10:00 p.m.

Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

- The "Available Audience"—percent of the population at home and awake at a given time.
- "Sets-in-Use"—percent of homes listening to the radio at a given time.
- "Ratings"—percent of homes listening to specific programs.
- "Sponsored Broadcast Hours"—number of network hours per week devoted to sponsored programs.

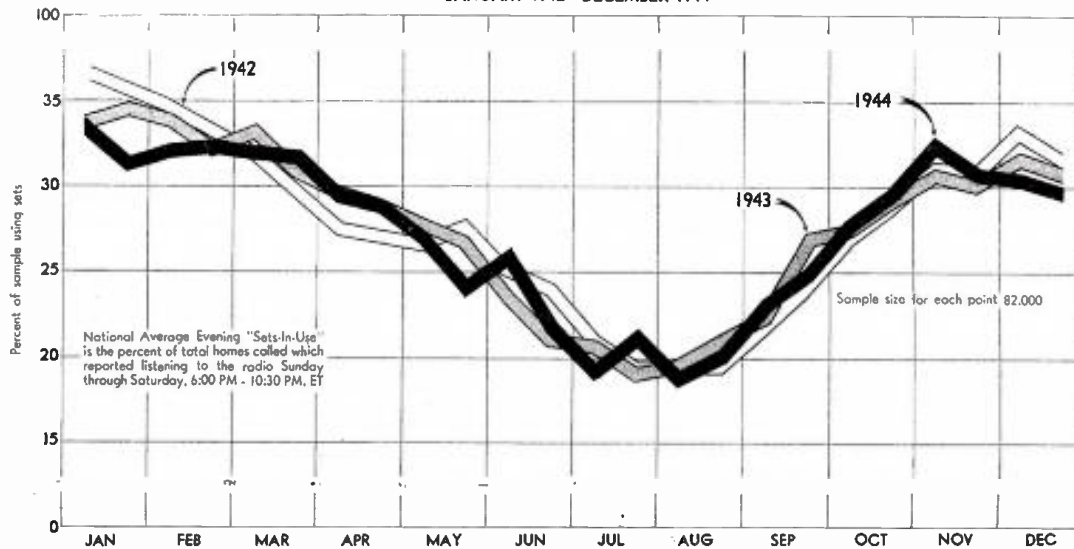
Customarily in this space we review only the "Sets-in-Use" and "Available Audience" trends during the preceding year. However, in the present communication we shall also review the "Sponsored Broad-

cast Hours" trend, which has reached unusual highs in 1944.

The data used in these analyses were obtained by C. E. Hooper, Inc., using the telephone coincidental method. Hooper interviewers in 32 large cities, in which each of the four major networks has a local outlet, call homes continuously during the broadcast of programs and ask the following:

- Were you listening to your radio just now?
- To what program were you listening, please?
- Over what station is that program coming?
- What advertiser puts on that program?

CHART I
Hooper National Trends
SETS-IN-USE INDEX — EVENINGS
JANUARY 1942 - DECEMBER 1944



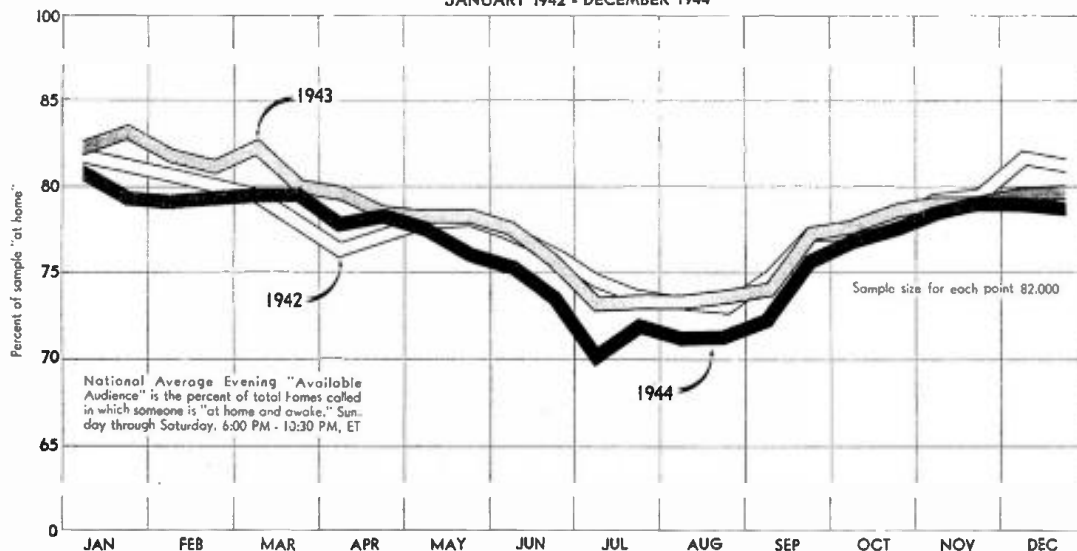
monthly national evening "Sets-in-Use" Index has remained, in 1944, at much the same level as in 1943. In some months it has been slightly lower, and in others slightly higher; the trend lines for the two years cross each other repeatedly.

Evening Audience Trends

The trends of "Sets-in-Use"—"Available Audience"—and "Sponsored Broadcast Hours", for daytime and evening, for the period January 1942 through December 1944 are shown in the accompanying charts. Chart I shows that the

The fact that "Sets-in-Use" have been sustained at the 1943 level throughout the past year is particularly interesting in view of the conditions shown in Chart II, where it will be seen that throughout the past year "Available Audience" was somewhat lower than in 1943. The difference between the two years was more marked in January and February and during the summer months than it was in the later months of the year.

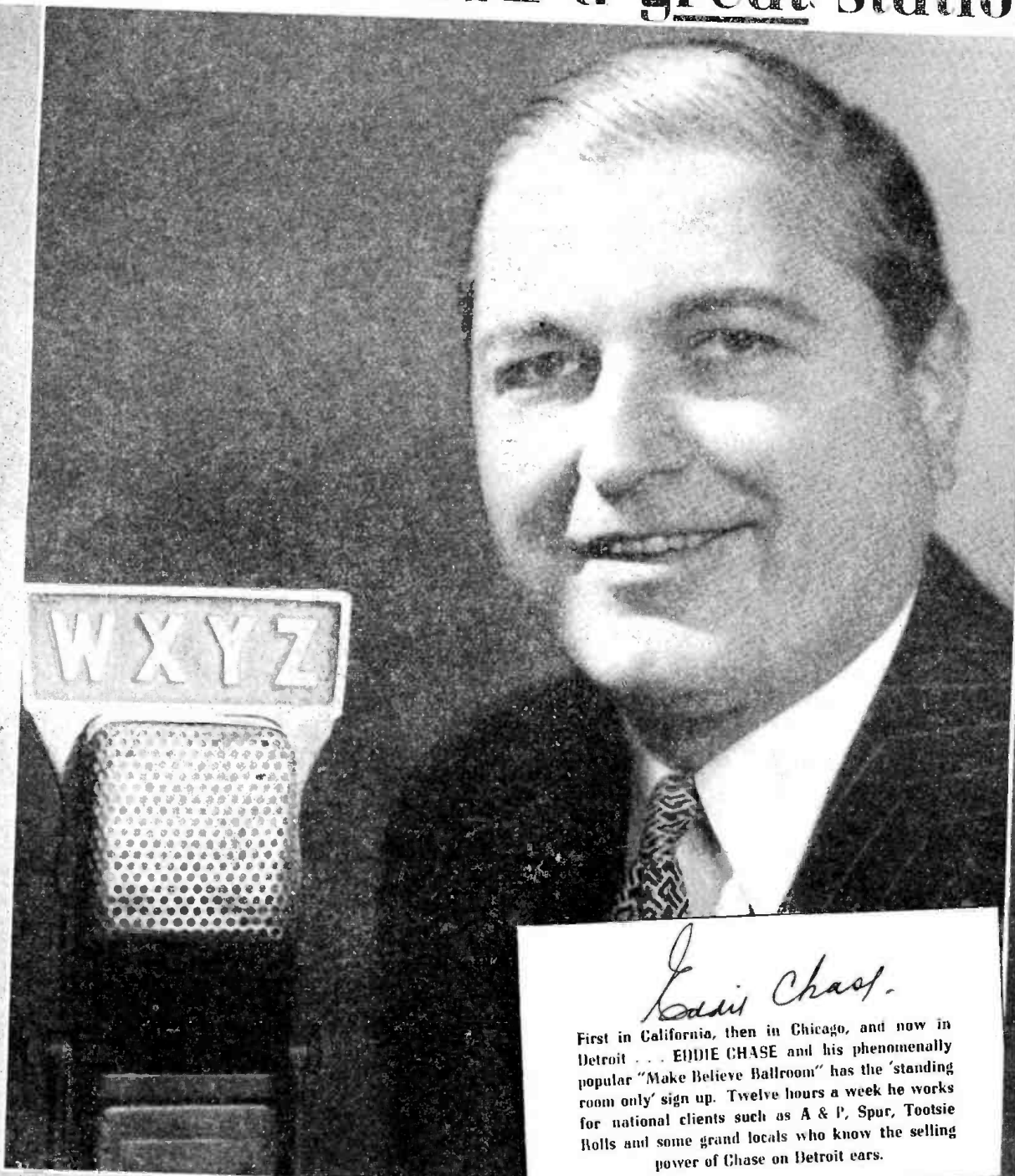
CHART II
Hooper National Trends
AVAILABLE AUDIENCE INDEX — EVENINGS
JANUARY 1942 - DECEMBER 1944



The greatest changes in radio's basic trends have occurred in connection with the "Sponsored Broadcast Hours" Index shown, for the evening, in Chart III. The trend line for 1944 is far above that for 1943, and in no month was there an over-lapping between the two years. This is the more notable in view of the fact that in 1943 "Sponsored Broadcast Hours" reached a higher peak than ever attained before that time. The more usual trends for evening "Sponsored Broadcast Hours" is shown in the 1942 line, where it may be seen that the number of hours decreased very greatly during the summer months. In 1944, however, the decline during the summer months was by no means marked, the number of "Sponsored Broadcast Hours" in August being almost as great as they were in January.

(Continued on page 48)

national 'names' sponsored **LOCALLY**
...make **WXYZ** a great station!



Eddie Chase

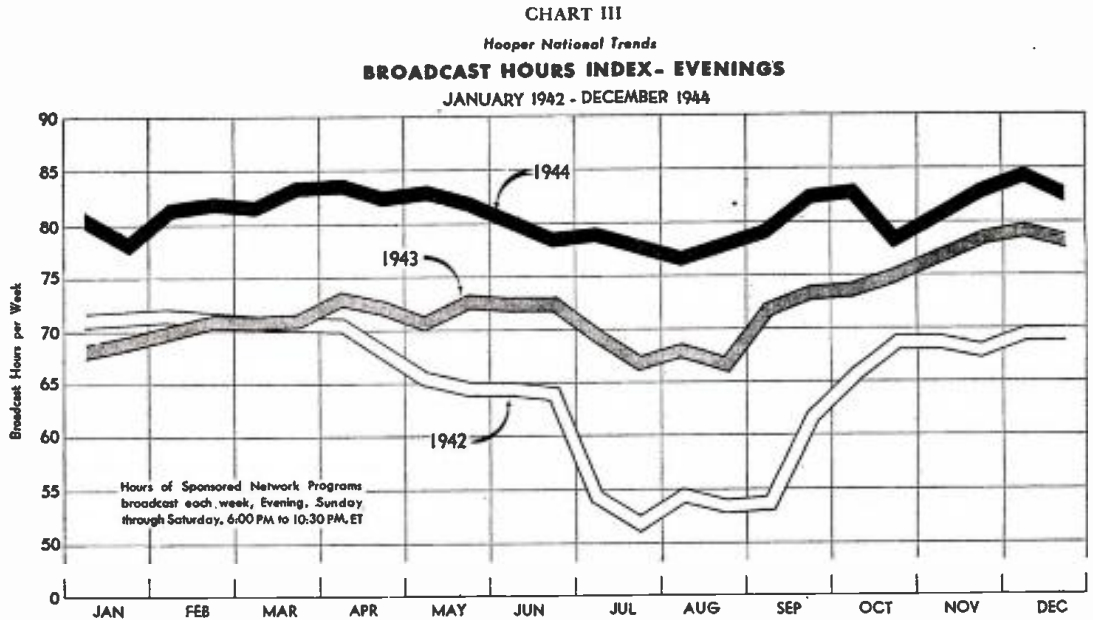
First in California, then in Chicago, and now in Detroit . . . EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.

Daytime Audience Trends

The daytime conditions are represented in Charts IV, V, and VI. These, like the evening charts, cover the years 1942, 1943 and 1944. Chart IV shows that the daytime "Sets-in-Use" in 1944, like those for the evening, have remained at about the same level as in 1943. In the early months, the lines for the two years cross each other, but since June 1944 averages have been the same or slightly less than those in 1943. In the daytime, as in the evening, the 1943 level of "Sets-in-Use" has been maintained despite the lower "Available Audience" in 1944 shown in Chart V. In only one month of the year—September—did the 1944 daytime "Available Audiences" equal those of 1943.

The lower "Available Audiences" in both daytime and evening are probably a reflection of the continued influence of increased employment and increase in the size of the Armed Forces which have more than neutralized the influence of gasoline rationing apparent in 1942.

The "Sponsored Broadcast Hours" index for the daytime is shown in Chart VI. The difference between 1944 and 1943 is even more marked here than in the evening. The year started at a level about 45% higher than in 1943 and has ended about 10% higher. Rather than a seasonal decline appearing in "Sponsored Broadcast Hours" in the summer, this index reached its all time peak in June and July.



Under normal conditions, it would be expected that as the number of sponsored network programs increases, "Sets-in-Use" would also rise. However, "Sets-in-Use" have remained at about the same level for 1943 and 1944. The failure of "Sets-in-Use" to rise is probably the result of at least three factors: lower "Available Audience", fewer people in homes where someone is

"at home" and progressive failure of receiving sets.

When "Sets-in-Use" remain at the same levels, it would be expected that as the number of "Sponsored Broadcast Hours" increases and the audience is split up among more "Sponsored Broadcast Hours" the average rating for shows would decline. The trend lines for average rating are not shown here. How-

ever, they have remained slightly lower than the 1943 levels for both the daytime and the evening. The greatest difference in the evening occurred in January, when the average rating for 1944 was 10.4 as compared with 12.6 for the same period in 1943. In the daytime, the greatest difference occurred in May when the average rating for 1944 was 4.3 compared with 5.3 for the same month in 1943.

CHART IV
Hooper National Trends
SETS-IN-USE INDEX - DAYTIME
JANUARY 1942 - DECEMBER 1944

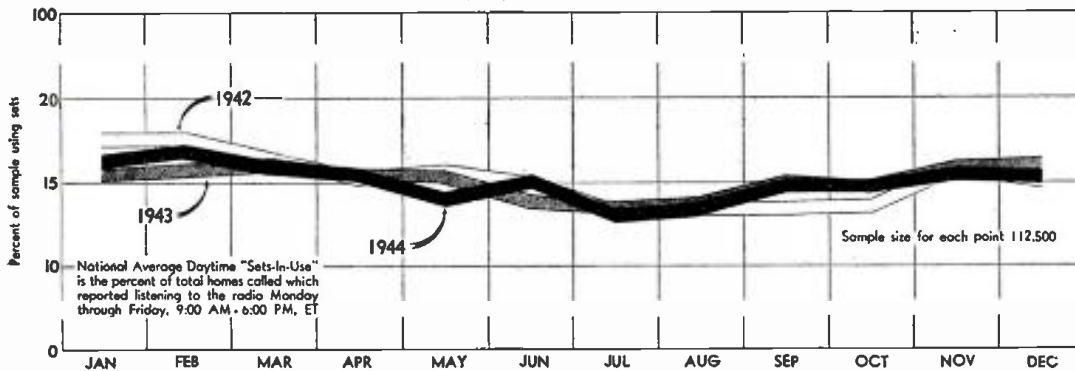
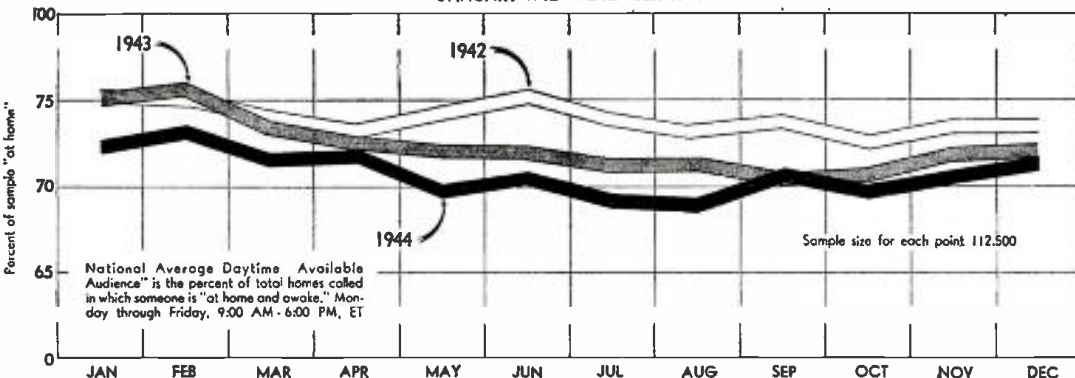


CHART V
Hooper National Trends
AVAILABLE AUDIENCE INDEX - DAYTIME
JANUARY 1942 - DECEMBER 1944



Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1944 and 1943 are shown in List 1 and 2.

LIST 1

December 1944 Evening Ratings

| | |
|-------------------------------|------|
| 1. Bob Hope | 34.3 |
| 2. Fibber McGee and Molly | 29.3 |
| 3. Bing Crosby | 25.2 |
| 4. Charlie McCarthy | 24.9 |
| 5. Joan Davis with Jack Haley | 23.7 |
| 6. Walter Winchell | 23.0 |
| 7. Radio Theatre | 21.3 |
| 8. Abbott and Costello | 21.2 |
| 9. Mr. District Attorney | 21.0 |
| 10. Eddie Cantor | 20.7 |
| 11. Jack Benny | 20.5 |
| 12. Screen Guild Players | 19.6 |
| 13. Hildegarde | 19.4 |
| 14. Kay Kyser | 18.5 |
| 15. Your Hit Parade | 17.4 |

* Includes Computed Measurement for Eastern Area Portion of this Network Hooperating.

LIST 2

December 1943 Evening Ratings

| | |
|-------------------------------|------|
| 1. Fibber McGee and Molly | 31.3 |
| 2. Charlie McCarthy | 30.7 |
| 3. Bob Hope | 29.2 |
| 4. Joan Davis with Jack Haley | 27.0 |
| 5. Aldrich Family | 26.0 |
| 6. Walter Winchell | 25.4 |
| 7. Jack Benny | 25.3 |
| 8. Radio Theatre | 25.3 |
| 9. Abbott and Costello | 24.5 |
| 10. Frank Morgan-Fanny Brice | 23.2 |
| 11. Mr. District Attorney | 22.5 |
| 12. Bing Crosby | 22.7 |
| 13. Screen Guild Players | 22.4 |
| 14. Take It Or Leave It | 22.1 |
| 15. Fred Allen | 20.4 |

It will be seen from scanning the ratings that the range in the rating size in the top fifteen evening programs reveal important differences. Further only 11 of the programs in List 2 also appear in List 1. The new comers to List 1 are Kay Kyser (first ½ hour), Eddie Cantor, Your Hit Parade, and Hildegarde.

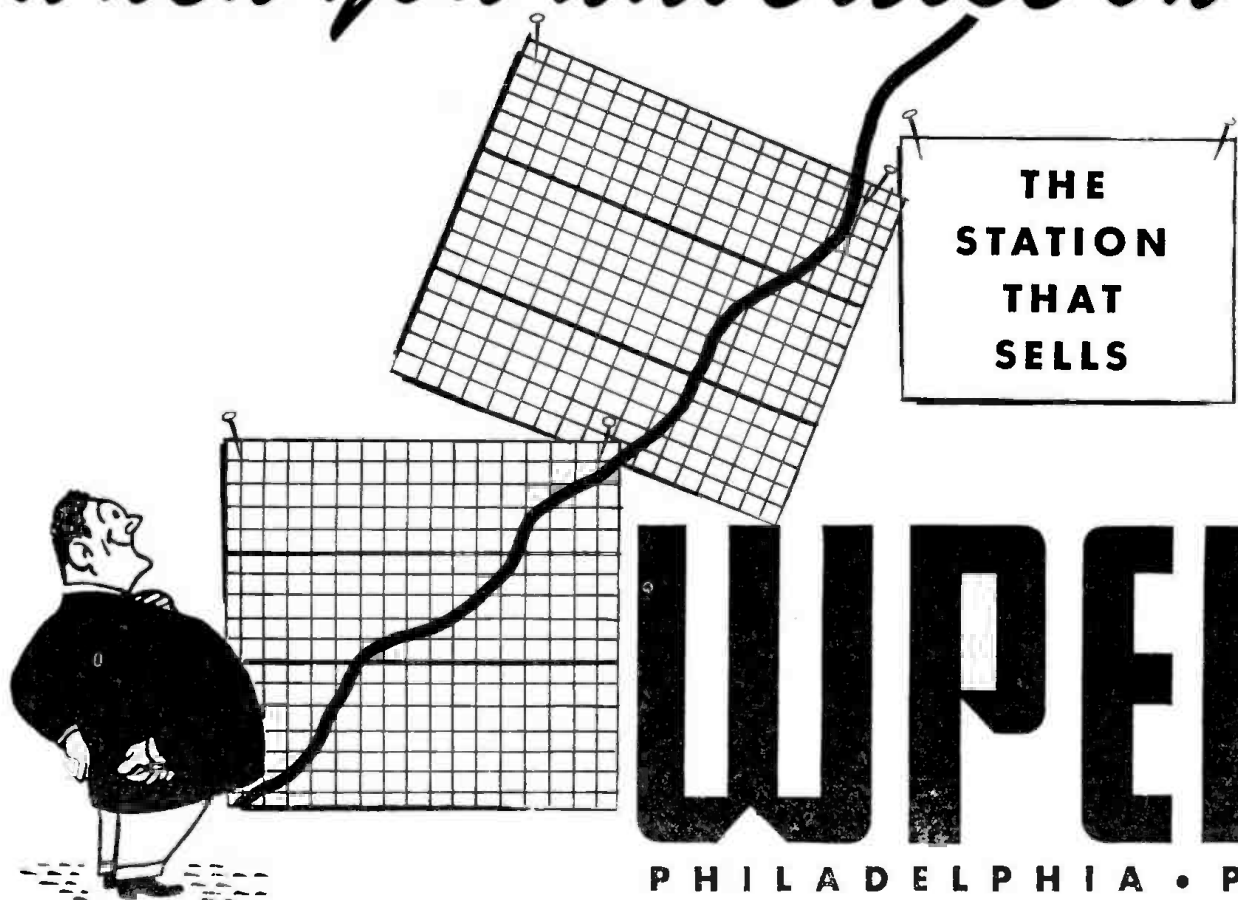
Top Ranking Daytime Programs

The top fifteen weekday daytime programs for December, 1944 and

That's what happens to

SALES

when you advertise on



WPEN

**PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS**

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1944

(Compiled for the 1945 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio & Television Retailing")

| | Total Sets Sold | | Total Tubes Sold | | Auto Sets Sold | | Total Sales of Broadcast Receivers, Tubes, Batteries, Parts | Homes with Radio Sets | Auto Sets in Use | Total Radio Sets in Use in U. S. |
|-------------------------|-----------------|--------------|------------------|-------------|----------------|-------------|---|-----------------------|------------------|----------------------------------|
| | Number | Value | Number | Value | Number | Value | Value | Number | Number | |
| 1922..... | 100,000 | \$5,000,000 | 1,000,000 | \$6,000,000 | | | \$60,000,000 | 980,000 | | 1400,000 |
| 1923..... | 550,000 | 15,000,000 | 4,500,000 | 12,000,000 | | | 186,000,000 | 1,000,000 | | 11,100,000 |
| 1924..... | 1,500,000 | 100,000,000 | 12,000,000 | 36,000,000 | | | 358,000,000 | 2,500,000 | | 3,000,000 |
| 1925..... | 2,000,000 | 165,000,000 | 20,000,000 | 48,000,000 | | | 498,000,000 | 3,500,000 | | 4,000,000 |
| 1926..... | 1,750,000 | 200,000,000 | 30,000,000 | 58,000,000 | | | 508,000,000 | 5,000,000 | | 5,000,000 |
| 1927..... | 1,850,000 | 168,000,000 | 41,200,000 | 67,300,000 | | | 425,800,000 | 6,500,000 | | 6,500,000 |
| 1928..... | 3,281,000 | 400,000,000 | 50,200,000 | 110,250,000 | | | 690,550,000 | 7,500,000 | | 8,500,000 |
| 1929..... | 4,428,000 | 600,000,000 | 69,000,000 | 172,500,000 | | | 842,548,000 | 9,000,000 | | 10,500,000 |
| 1930..... | 3,827,800 | 800,000,000 | 52,000,000 | 119,600,000 | 84,000 | \$8,000,000 | 496,432,000 | 12,048,762 | | 13,000,000 |
| 1931..... | 3,420,000 | 225,000,000 | 58,000,000 | 69,560,000 | 108,000 | 5,940,000 | 300,000,000 | 14,000,000 | 100,000 | 16,000,000 |
| 1932..... | 3,000,000 | 140,000,000 | 44,300,000 | 48,780,000 | 143,000 | 7,150,000 | 200,000,000 | 16,309,582 | 250,000 | 18,000,000 |
| 1933..... | 3,806,000 | 180,500,000 | 59,000,000 | 49,000,000 | 724,000 | 28,698,000 | 300,000,000 | 20,402,369 | 500,000 | 22,000,000 |
| 1934..... | 4,084,000 | 214,500,000 | 58,000,000 | 36,600,000 | 780,000 | 28,000,000 | 350,000,000 | 21,458,000 | 1,250,000 | 26,000,000 |
| 1935 ¹ | 6,026,800 | 330,192,480 | 71,000,000 | 50,000,000 | 1,125,000 | 54,862,500 | 370,000,000 | 22,869,000 | 2,000,000 | 30,500,000 |
| 1936 ² | 8,248,000 | 450,000,000 | 95,000,000 | 69,000,000 | 1,412,000 | 69,185,000 | 500,000,000 | 24,600,000 | 3,500,000 | 33,000,000 |
| 1937 ³ | 8,084,780 | 450,000,000 | 91,000,000 | 85,000,000 | 1,750,000 | 87,500,000 | 537,000,000 | 26,656,500 | 5,000,000 | 37,600,000 |
| 1938 ⁴ | 6,000,000 | 210,000,000 | 75,000,000 | 93,000,000 | 800,000 | 32,000,000 | 350,000,000 | 28,000,000 | 6,000,000 | 40,800,000 |
| 1939 ⁵ | 10,500,000 | \$54,000,000 | 91,000,000 | 114,000,000 | 1,200,000 | 48,000,000 | 375,000,000 | 28,700,000 | 6,500,000 | 45,300,000 |
| 1940 ⁶ | 11,800,000 | 450,000,000 | 115,000,000 | 115,000,000 | 1,700,000 | 60,000,000 | 584,000,000 | 29,200,000 | 7,500,000 | 51,000,000 |
| 1941 ⁷ | 13,000,000 | 480,000,000 | 130,000,000 | 143,000,000 | 2,000,000 | 70,000,000 | 610,000,000 | 29,700,000 | 8,500,000 | 56,000,000 |
| 1942 ⁸ | 4,400,000 | 154,000,000 | 87,700,000 | 94,000,000 | 350,000 | 12,250,000 | 360,000,000 | 30,800,000 | 8,750,000 | 59,340,000 |
| 1943 ⁹ | 3,700,000 | 24,000,000 | 17,000,000 | 19,000,000 | | | 60,000,000 | 432,500,000 | 3,000,000 | 57,000,000 |
| 1944 ⁹ | | | 22,000,000 | 25,000,000 | | | 70,000,000 | \$3,100,000 | 7,000,000 | 55,000,000 |

¹ Includes home-built sets.

² Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

³ Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (Broadcasting, Dec. 20, 1943). Estimate of 700,000 sets sold includes 850,000 new and 850,000 used sets.

⁴ Based on WPB Survey of Consumer Requirements (Broadcasting, Dec. 20, 1943).

⁵ Based on NAB estimate which includes homes possessing a usable radio set in any condition either working or temporarily not working because of missing tube or other part.

FCC POLICY AND PROCEDURE UNDER EQUIPMENT FREEZE ORDER

EDITOR'S NOTE: New or modified construction of broadcast stations has been frozen by joint action of the FCC and the War Production Board as a wartime measure. On Jan. 16, 1945, the FCC issued a supplemental statement interpreting its "freeze policy". On Jan. 25, 1945, a statement of procedure to be followed in handling of standard broadcast applications under the Jan. 16, 1945 statement of policy was issued by the FCC. These follow in full text:

January 16, 1945

SUPPLEMENTAL STATEMENT OF POLICY CONCERNING APPLICATIONS FOR PERMITS TO CONSTRUCT NEW RADIO STATIONS OR MAKE CHANGES IN EXISTING RADIO FACILITIES

The Commission's Statement of Policy of January 26, 1944, relating to the construction of new radio stations and the making of improvements in existing radio facilities, is to be interpreted in the light of present conditions, which require that all available manpower and critical materials be devoted to the furtherance of the war program.

In this connection, the WPB has advised the Commission that:

Installation of new broadcasting services will be reviewed with extreme care. All such applications received and showing that the required equipment was on hand were approved until the latter part of December. The increasing problem of finding manpower for war industries has made it necessary to consider the manpower needed to construct, operate and provide maintenance for additional stations.

It is not felt that the general premise that "broadcasting is in the war interest" will longer suffice to support the use of manpower and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available manpower and the need for the service to contribute to the war effort. The use of manpower cannot be approved unless an actual contribution is to be made.

In view of this, it will be the Commission's policy to designate for hearing all applications involving construction of new standard broadcast stations unless the applicant establishes (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the January 26, 1944 Statement of Policy have been met.

Applications for changes in existing standard broadcast facilities will be handled in the same manner

except where the change does not involve substantial construction work and costs less than \$500.

No change will be made in the Commission's handling of commercial FM and Television applications which will be kept in the pending file.

January 25, 1945

PROCEDURE TO BE FOLLOWED IN HANDLING STANDARD BROADCAST APPLICATIONS UNDER THE JANUARY 16, 1945, SUPPLEMENTAL STATEMENT OF POLICY

1. On January 16, 1945, the Commission issued a supplemental statement interpreting its policy of January 26, 1944.

2. In order to carry out the policy, applications for new standard broadcast stations or for changes in facilities will be handled in the following manner:

(a) Application filed prior to January 26, 1945, upon which the Commission has taken no action.—All applications in this category will be held in status quo unless:

(1) The applicant files a petition requesting the Commission to proceed with the processing of his application for a decision under the Supplemental Statement of Policy of January 16, 1945. Upon receipt of such petition the application will be processed and if the requirements of the supplemental statement of policy are met and the Commission finds that the granting of the application is in the public interest, a conditional grant will be issued. If the Commission's examination indicates that the requirements of the supplemental statement of policy have not been met the application will be designated for hearing and promptly heard on that single issue. If the hearing establishes inability to comply with the supplemental statement of policy, the application will be denied. Under Section 1.369, FCC Rules, the effect of this would be to prohibit consideration of a similar application of the same applicant for facilities to serve the same area in whole or in part for a period of one year.

(2) The Commission on its own motion removes an application from the pending file and designates it for hearing for the purpose of determining issues which in the Commission's opinion would

require a hearing even if no question as to availability of materials and manpower were presented. If after a hearing it appears that such applications could, except for the supplemental statement of policy, possibly be granted, they will be returned to the pending file. On the other hand, if it appears that the record made on the other issues requires a denial, such action will be taken.

(b) Applications filed prior to January 26, 1945 which have been designated for hearing but no hearing has been held.—All applications in this category will be retained in status quo and the hearing continued until further notice unless:

(1) The applicant petitions the Commission to proceed with the hearing in the light of the Supplemental Statement of Policy adopted January 16, 1945.

(2) The Commission on its own motion determines that the hearing should go forward for the purpose of determining issues other than those pertaining to the availability of manpower and materials.

After hearing, all such cases will be disposed of in the manner set forth in paragraph (a).

(c) Applications filed prior to January 26, 1945, in which a hearing has begun but the record has not yet been completed.—In cases in this category, the Commission will proceed with hearings for the purpose of completing the record. Upon completion of the record the case will be held in the pending file unless it appears that it can be granted under the terms of the supplemental statement of policy, or unless the applicant petitions for a determination on the merits in the light of this policy. Consolidated proceedings involving applications as to which hearings have begun and in addition applications as to which hearings have not yet begun will be treated under this category.

(d) Applications filed prior to January 26, 1945 as to which hearings have been concluded.—The Commission will announce decisions in cases which have been heard where:

(1) A grant is possible under the terms of the Supplemental Statement of Policy of January 16, 1945.

(2) A denial is necessary regardless of the availability of materials or manpower.

No action will be taken in cases where a grant would be possible except for the supplemental statement of policy.

(e) Applications filed subsequent to January 26, 1945. All such applications will be processed and determined in accordance with the supplemental statement of policy. If the application meets the conditions of this policy and is otherwise in the public interest, a conditional grant will be made. If the application does not meet the requirements of the supplemental policy, it will be designated for hearing and promptly heard on that single issue. If, as a result of such hearing, it is established that the requirements of this policy are not met the application will be denied. (See Section 1.369 FCC Rules.)

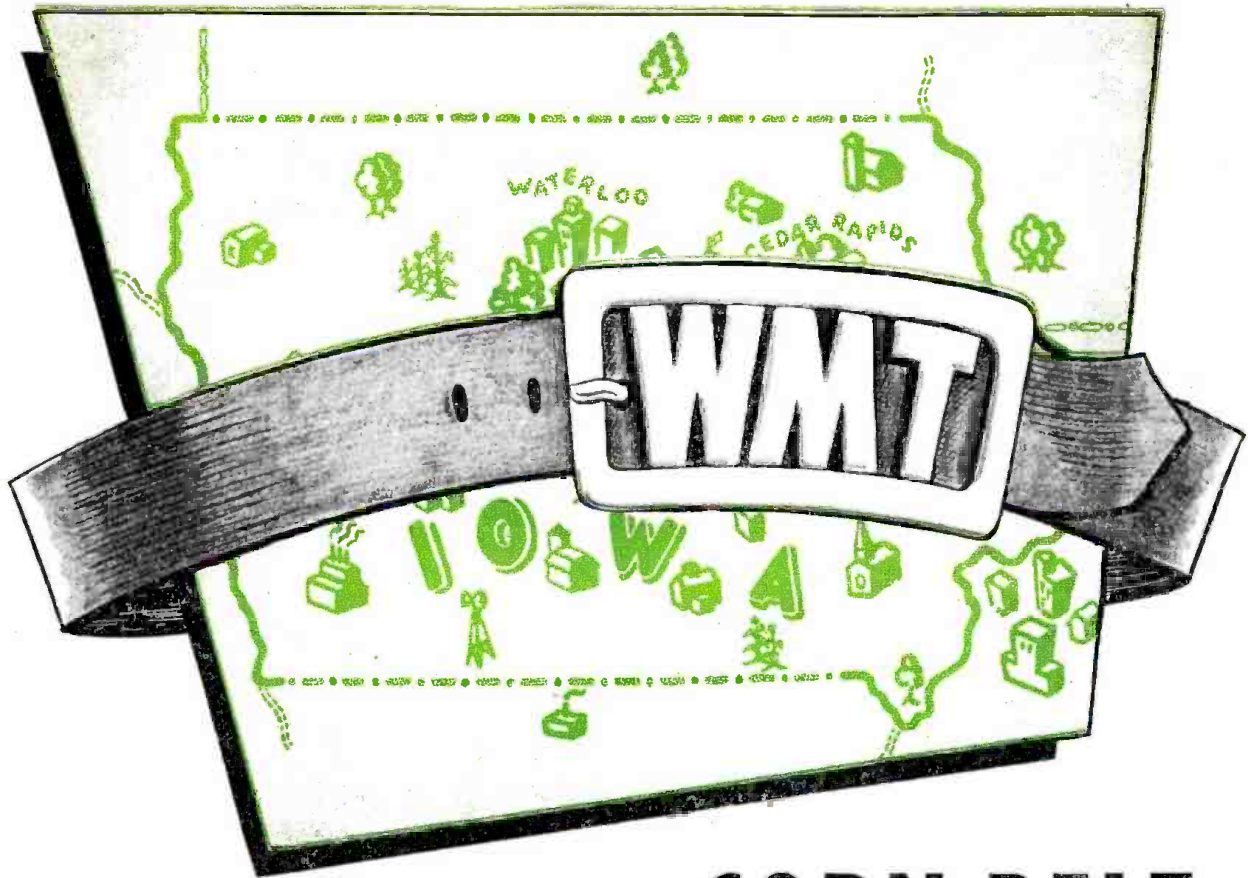
3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of January 26, 1944 as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

FEDERAL COMMUNICATION

COMMISSION

T. J. SLOWIE,
Secretary

BROADCASTING • Broadcast Advertising



the Buckle on the **CORN BELT**

... tying up the greatest listening audience ...
 the greatest *BUYING* audience in the country

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%.) In 1945 you can't afford not to have WMT on your regular schedule.



Represented by the Katz Agency

Honor Roll

UNITED STATES

Anderson, Ervin E.
(WHKY) S. 1/C.—N (killed in action)

Anglin, Grady
(KFQD)—(killed in action)

Barton, Bus
(WLW) M (killed)

Baumann, Jay
(WJAG) Sgt.—A (died of wounds)

Bebb, Charles
(KCKN) AAF (missing in action)

Blossom, Charles
(KOMA) (missing in action)

Boice, Orrin Kendall
(Son of Hugh Kendall Boice, WQXR)
Lt.—N (missing in action)

Bowers, Jerome K.
(WMSL) 2nd Lt. (killed in action)

Brimberg, Isaac
(WNYC) Maj.—A (died)

Brunner, Russell
(WBAA) Lt. Col.—A (missing in action)

Burch, Joseph
(RCA) Maj.—A (killed in action)

Byers, Ben
(NBC) F/O.—A (missing)

Carleton, Samuel
(KFAB) Ens.—N (killed in training)

Carroll, James
(WCSC) Lt.—A (killed in action)

Carter, Kenneth
(WNAC) Lt.—A (killed)

Case, John W.
(Son of FCC Commissioner N. S. Case)
Lt.—A (killed in action)

Chapman, Don
(Don Lee) Sgt. (killed in action)

Chase, Donald
(WTMJ) Lt.—A (killed in action)

Clapper, Raymond
(MBS) war correspondent and commentator (killed in plane crash)

Clifton, John
(KVEC) A (killed in action)

Council, Carlyle C.
(Son of C. C. Council, WDNC) Pvt. (missing in action)

Cox, Vern
(KSO-KRNT) Lt. (missing in action)

Cracker, Don
(NBC) N (killed in action)

Cuhel, Frank J.
(MBS) war correspondent (killed in plane crash)

Dalby, Carl
(KOMA) MS (missing in action)

Dalley, Fenton
(KSUB) (killed in action)

Dadd, LeRoy
(KUOA) Lt.—A (killed)

Dadson, Lee
(KUOA) Lt.—AAF (missing in action)

Daherty, J. E.
(Son of Frank P. Doherty, KRKD)
Capt. (killed in action)

Danohue, William J.
(WGN) Lt. (missing in action)

Elljott, Douglas A.
(RCA Communications) Lt. Comdr. N C (died in service)

Frear, Robert
(WIBX) Lt.—A (killed in action)

Freeman, Robert L.
(KFPW) Sgt.—A (missing in action)

Fuld, Stephen
(CBS) Ens.—CG (missing in action)

Gillett, David L.
(Son of Glenn Gillett, consulting radio engineer) PFC—A (killed in action)

Glenn, Leigh
(KGKB) (killed in action)

Gorsuch, Ken
(KFXJ) Sgt.—AAF (missing in action)

Graeser, Judd
(KUOA) Pvt.—M (missing in action)

Graham, Charles
(WSOY) Sgt.—AAF (missing in action)

Green, Robert
(NBC) Ens.—N (killed)

Gunn, Bill
(KHAMO) A (killed in action)

Guthrie, Walter Russell
(Son of Frederick P. Guthrie, RCA Washington Manager) Capt. (missing in action)

Harbert, Dick
(KTFL) Lt.—AAF (missing in action)

Heitoff, Bob (Red)
(CBS) Lt. (missing in action)

Johnson, Basil
(WDBJ) Sgt.—A (missing in action)

Johnson, Curtis Gillman
(radio sound effects technician) Capt. (missing in action)

Johnson, Mark
(WSAV) N (killed in action)

Kalligeros, Val John
(NBC) Lt. (killed in plane crash)

Kearney, Francis
(WRUF) Lt.—A (missing in action)

Kops, Stanley
(KFWB) Pvt.—M (killed in action)

Lovejoy, Alice E.
(Blue) WASP (killed in plane crash)

Mandia, John
(KGLO) Sgt.—AAF (killed in service)

Massomiam, Zavian
(WQXR) Lt.—A (missing in action)

McClelland, Thomas
(KLZ) Ens.—N (killed in action)

McDonald, George
(WCOP) S/Sgt.—A (died in service)

McGlogan, Frank J.
(WJR) Lt.—AAF (killed in action)

McIntire, Roger R.
(KADA) Lt.—A (killed in action)

Meininger, Walter
(KMBC) Lt.—A (killed in action)

Miller, Glenn
(radio orchestra leader) Maj. (missing)

Miller, Sam
(KLRA) RM1/C—N (killed in action)

Mills, Alma 'Buddy'
(KVR) A (missing in action)

Millsap, John
(WMGA) Lt.—A (killed in action)

Morris, Tom
(KMBC) Lt.—A (killed in action)

Naeseth, Franz
(WAMFG) Pvt. (killed in action)

Nash, Herbert
(WSTV) Pvt.—A (died in service)

O'Neil, Hugh F.
(Son of W. O'Neil, Yankee Network) Lt. (killed in plane crash)

Orr, Ben Jr.
(KTRH) Lt.—A (killed in action)

Osborn, Wendell
(WWJ) Lt. Com.—N (missing in action)

Pavlis, John K.
(WMT) Lt. (missing in action)

Peterson, Robert
(KYSM) 2nd Lt. (killed in plane crash)

Poore, J. E.
(WHBQ) A (killed in action)

Pulver, Buzz
(WJOB) Pvt. (missing in action)

Rapley, Frank
(WMJM) (missing)

Reeves, Don
(KFH) N (died in service)

Sanford, Larry
(WDZ) Cpl.—A (died in service)

Schoener, Gilbert R.
(KFAM) Lt. (killed in action)

Seale, E. E.
(KSAM) Ens.—N (killed in action)

Smith, B. A.
(KGKB) N (died in service)

Smith, Robert
(KRBM) ARM2/C—N (killed in action)

Snyder, Bob
(WGBI) Lt.—A (missing in action)

Snyder, Geo. K.
(WHLS) Lt. (killed in action)

Speas, Robert
(WHEC) Lt. (killed in action)

Sproul, Derby
(KLZ) Capt.—A (killed in action)

Stronks, Jack
(KTRI) (killed in action)

Sullivan, Burr L.
(KTS) Lt.—A (missing in action)

Swallow, Charles
(Son of John W. Swallow, Television Enterprises Inc.) Lt. (killed in plane crash)

Symons, Tom W. 3d
(KFPY KXL) Lt. (missing in action)

Thomas, Bob
(WFLA) 2nd Lt. (killed in plane crash)

Thompson, Browder Julian
(RCA radio research specialist) (killed in action)

Treanor, Tom
(NBC) war correspondent (killed in France)

Tracha, Dick
(WALL) N (killed in action)

Utley, Louis
(NBC) Lt.—A (killed in action)

Williams, Tom
(WLS)—(killed)

Young, Douglas
(KMTR) (killed in action)

PRISONERS OF WAR

Brown, Theodore
(WSLS)

Bryan, Wright
(WSB NBC) war correspondent

Carey, William
(WRUF) Lt.—A

Chandler, Barron
(NBC) Lt.—N

Hart, George
(Radio Engineer) Maj.—A

Clinton, Jack
(CBS) Ens.—N

Garey, John
(NBC) Lt.—A

Hansen, Kermit
(KOWH) Maj.—A

Jacoby, Elliot
(WIP) Pvt.—A

Kalbfleisch, Edwin E.
(KWK) Lt.

Warnow, Morton C.
(Son of Mark Warnow, CBS conductor) Sgt.—A

Watts, Lowell
(WLW) Lt.—A

Winterman, Mike
(KFPY) Cpl.—M

CANADA

Allen, Norman
(CFCO) RCAF (missing in action)

Burton, Gordon
(CFRN) RCAF (killed in action)

Cole, Ed
(CKNB) RCAF (missing in action)

Courtney, Ernie
(CFCH) Pvt.—A (missing in action)

Ferry, Denys
(CFSO) F.O.—RCAF (prisoner of war)

Frankson, N.
(CKRM) A (died in service)

Godbehere, J.
(CFCF) Sgt.—RCAF (died in service)

Hammond, Allan
(CFCF) RCAF (prisoner of war)

Hodgkinson, Brian
(CKY) Flt. Lt.—RCAF (prisoner of war)

Irvine, Dick
(CJLS) RCAF (killed in action)

Jarvis, Sturdee
(CJIC) A (killed)

Law, H. N.
(CKCK) Flt. Sgt.—RCAF (missing in action)

McLaughlin, J.
(CFCF) N (died in service)

Peppler, Calvin
(CKY) RCAF (prisoner of war)

Sedgwick, Roland
(KFRB) RCAF (killed in action)

Thomas, Roger
(CHRC) A (prisoner of war)



THE ANSWERS TO SPOT PROBLEMS

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, Graystone 8700 . . .
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161 . . .
Denver, Maine 6211 . . . Boston, Hancock 4261

NEWS EDITORS AND EXECUTIVES OF U. S. RADIO STATIONS

| | | | | | | | | | | | |
|--|--|--|---|--|--|------------------------------------|--|--|-------------------------------------|--|--|
| ALABAMA | | | WALB Albany Abner M. Israel | | | WHLN Harlan Eddie Whitehart | | | WHB Kansas City Dick Smith | | |
| WJLD Bessemer Hal Falter | | | WDAE Tallahassee Kenneth W. Skelton | | | WSON Henderson Glenn Johnson | | | KFEO St. Joseph Rev. Elmer | | |
| WAPI Birmingham John McCune | | | WFLA Tampa Tom Mathews | | | HOOV Hookinsville Russell Pirkey | | | KFUO St. Louis Knorschchild | | |
| WALA Mobile C. L. Smallwood | | | WJNO West Palm Beach Davies Webster | | | WAVE Louisville Wilson Bovard | | | KMOX St. Louis Richard Fischer | | |
| WCOV Montgomery F. S. Leshbrooke | | | GEORGIA | | | WVAD Louisville Clayton | | | KXOX St. Louis William Amundson | | |
| WSPA Montgomery Marguerite Daniel | | | WALB Albany Abner M. Israel | | | WVAD Louisville Ed Ferry | | | KXOX St. Louis Neil Norman | | |
| WFLA Muscle Shoals George W. Orton | | | WGRC Paducah Gene Peak | | | LOUISIANA | | | KXOX St. Louis Floyd Sullivan | | |
| ARIZONA | | | WDAE Tallahassee Eric Chandler | | | Alexandria E. R. Cappellini | | | KXOX St. Louis Floyd M. Sullivan | | |
| KWJB Globe Willard Shoecraft | | | WFLA Tampa Dale Clark | | | Baton Rouge James A. Norton | | | MONTANA | | |
| KOY Phoenix Ralph Mahoney | | | WJNO West Palm Beach Theodore (Ted) Fenster | | | Lafayette Gordon E. Guest | | | KGIR Butte Arne Anzoin | | |
| KPHO Phoenix Jack Wages | | | WGAT Atlanta Dale Clark | | | Lake Charles Joan Zimmerman | | | KGFZ Kalispell Don Treloar | | |
| KTAR Phoenix John Snow | | | WATL Atlanta Theodore (Ted) Fenster | | | Monroe Carley Fox | | | KGVO Missoula George Mulvihill | | |
| KGLLI Phoenix Norman B. Harrington | | | WGST Atlanta John Fulton | | | New Orleans Robert C. Ervin | | | NEBRASKA | | |
| KYUM Yuma Ellen Ohlsen | | | WGAC Augusta John Barnes | | | New Orleans Dick Walshe | | | KORN Fremont Dick Coffey | | |
| ARKANSAS | | | WRDWA Augusta Dennis Brown | | | New Orleans Ray McGuire | | | KMMJ Grand Island George Kister | | |
| KLCN Bltville Ray Tatum | | | WGA Augusta Cedartown Henry Fast | | | New Orleans Paul Mitchell | | | KMAS Hastings Max Brown | | |
| KELD El Dorado James Broach | | | WBRB Columbus Cordale Harold Besty | | | New Orleans Jerry Bozeman | | | KFAB Omaha—Lincoln Harvey Swenson | | |
| KFBW Fort Smith J. E. Garner | | | WMLM Macon Harold Besty | | | Shreveport Patrick J. White | | | KFOR Lincoln Elmer Shaner | | |
| KTHS Hot Springs William S. Bailey | | | WMAZ Macon Wilton P. Cobb | | | Shreveport P. J. White, Jr. | | | KODY North Platte Ed Launer | | |
| KWFC Hot Springs Robert Choate | | | WRGA Rome Roy Underwood | | | MAINE | | | KQIL Omaha Virgil Sharpe | | |
| KBTM Jonesboro Clarence Adams | | | WVA Savannah Francis Harden | | | Portland Wilbert L. Markle | | | KQWV Omaha Ernest Speelman | | |
| KARK Little Rock Clyde E. Johnson | | | WTOC Savannah R. M. Charlton | | | Presque Isle Larry Geraghty | | | KQWV Omaha Soren Munkhof | | |
| KLRA Little Rock Ray Lang | | | WAYX Waycross Clyde Davis | | | MARYLAND | | | KQWV Scottsbluff Duke Reid | | |
| CALIFORNIA | | | IDAHO | | | Baltimore Galen Fromme | | | NEVADA | | |
| KERN Bakersfield Viola Rose | | | KIDO Boise Ralph Herbert | | | Baltimore Dwight Burroughs | | | KOH Reno George Carr, Jr. | | |
| KPMC Bakersfield Art Mason | | | KID Idaho Falls Gene Ackerley | | | Baltimore Charles A. Roeder | | | NEW HAMPSHIRE | | |
| KRE Berkeley Richard Marsh | | | KTFI Twin Falls Chic Crabtree | | | Baltimore Charles A. Roeder | | | WKNE Keane Howard E. Wheelock | | |
| KHSL Chico Thomas Nelson | | | KWAL Wallace W. Mandell Spencer | | | Baltimore Charles A. Roeder | | | WLNH Laconia Sherwin Greenlaw | | |
| KXO El Centro Jerry O'Connell | | | ILLINOIS | | | Baltimore Charles A. Roeder | | | WFEA Manchester Gerald Kearney | | |
| KMIEM Eureka Betty Wilson | | | WMRO Aurora J. T. Hankinson | | | Baltimore Charles A. Roeder | | | WHEB Portsmouth Jim Dunbar | | |
| KFRE Fresno Joe Smith | | | WJBC Bloomington Clark Jonty | | | Baltimore Charles A. Roeder | | | NEW JERSEY | | |
| KMAJ Hollywood Ray Rodgers | | | WJAF Chicago Russell Ryan | | | Baltimore Charles A. Roeder | | | WCAP Asbury Park Robert Scott | | |
| KFWB Hollywood Dave Ormont | | | WAIT Chicago Edward R. Humphrey | | | Baltimore Charles A. Roeder | | | WPGP Atlantic City Ray Starr | | |
| KMTR Hollywood Kenneth C. Tinkham | | | WBEM Chicago James Grunberry | | | Baltimore Charles A. Roeder | | | WHOM Jersey City Ronald V. Cochran | | |
| KHJ Hollywood Les Mawhinney | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KFAC Los Angeles Allen W. McKee | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| RFI Los Angeles Ted Meyers | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KFVD Los Angeles Howard Gray | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KGFJ Los Angeles Rene Bozarth | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KNPC Los Angeles Walter R. Carle | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KNX Los Angeles Dave Ormont | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KRKD Los Angeles Doug Douglas | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KMYC Marysville Hedley Hall | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KTRB Modesto Cecil Lynch | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KLX Oakland Mr. Cliff Johnson | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KROW Oakland John K. Chapel | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KPAS Pasadena Carl Saunders | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KWKW Pasadena Marshall Farnum | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KVCY Redding Roy D. Will | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KPRO Riverside Don Fedigan | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KFBK Sacramento Tony Koester | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KFMB San Diego Hal Mocn | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KFRC San Francisco Darrell Donnell | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KGO San Francisco Frank La Tourette | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KPO San Francisco Charles Cooney | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KSF San Francisco Austin Fenster | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KVA San Francisco William H. Brown | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KQW San Francisco William Holcomb | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KVEC San Luis Obispo Les Hacker | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| KHUB Watsonville Rod Richards | | | WCFM Chicago Roy Franklin | | | Baltimore Charles A. Roeder | | | WJAT Newark David L. Miller | | |
| COLORADO | | | INDIANA | | | MASSACHUSETTS | | | NEW MEXICO | | |
| KFEL Denver Wally Rezf | | | WGBF Evansville Fred A. Rollison | | | Boston F. E. Whitmarsh | | | KGGM Albuquerque Walter L. Peterson | | |
| KLZ Denver Earl McCain | | | WEOA Fort Wayne Fred Holt | | | Boston F. E. Whitmarsh | | | KAVE Carlsbad Dan Tuthill | | |
| KMYR Denver Ben Bezecff | | | WOWO Fort Wayne Fred Holt | | | Boston F. E. Whitmarsh | | | KCA Clovis Grady Macles | | |
| KOA Denver Carl Muhl | | | WJOB Hammond E. Gilbert Forbes | | | Boston F. E. Whitmarsh | | | KWVE Hobbs Mrs. Gertrude Dimpel | | |
| KIUP Durango R. M. Beckner | | | WFBM Indianapolis H. L. Richardson | | | Boston F. E. Whitmarsh | | | KGFLL Roswell J. A. McBoyle | | |
| KFXJ Grand Junction Rex Howell | | | WIBC Indianapolis John Morrow | | | Boston F. E. Whitmarsh | | | KVSF Santa Fe Iven R. Head | | |
| KGHF Pueblo J. H. McGill | | | WISH Kokomo William Randolph Cox | | | Boston F. E. Whitmarsh | | | NEW YORK | | |
| CONNECTICUT | | | WKMO South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WMBO Auburn F. L. Keesee | | |
| WICC Bridgeport Robert Maguire | | | WHOT South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBTA Batavia James Gerrey | | |
| WDRS Hartford Harvey H. Olson | | | WBSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Binghamton Edwin Whittaker | | |
| WHTD Hartford Milton Berkowitz | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBFB Brooklyn Fletcher Coates | | |
| WHTI Hartford S. B. Gannell | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Edmund J. DeCastro | | |
| WHTC Hartford Thomas Eaton | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo William E. Miles | | |
| WELI New Haven George Bronson | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo William Schweitzer | | |
| WNLG New London Charles Thompson | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Dick Doty | | |
| WSR Stamford Julian Schwartz | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Jack MacLean | | |
| WBRY Waterbury E. Christy Erk | | | WWSB South Bend Carroll Reynolds | | | Boston F. E. Whitmarsh | | | WBEN Buffalo John Frogge | | |
| DISTRICT OF COLUMBIA | | | IOWA | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Robert Browning | | |
| WINX Washington William Gold | | | WOI Ames Robert Mulhall and Hal Fisher | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Judith Green | | |
| WMAL Washington William Neel | | | WBUR Burlington Richard Mosena | | | Boston F. E. Whitmarsh | | | WBEN Buffalo William Forrest | | |
| WOL Washington Walter Compton | | | WMT Cedar Rapids Douglas B. Grant | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Paul White | | |
| WRC Washington William R. | | | KROS Clinton Ethel Murphy | | | Boston F. E. Whitmarsh | | | WBEN Buffalo William Brooks | | |
| WTOP Washington McAndrew | | | KRNT Des Moines Joseph Ryan | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Sidney Walton | | |
| WWDC Washington Robert S. Wood | | | KSO Des Moines R. E. Burris | | | Boston F. E. Whitmarsh | | | WBEN Buffalo George Finney | | |
| FLORIDA | | | KWB Dubuque L. Vaughn Gayman | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Edward Burger | | |
| WMFJ Daytona Beach Ray Clancy | | | KVPD Fort Dodge Donald Brown | | | Boston F. E. Whitmarsh | | | WBEN Buffalo George W. Johnstone | | |
| WRUF Gainesville Dave Martin | | | KWFJ Iowa City Charles Hilten | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Leon Goldstein | | |
| WJHP Jacksonville Ray Herbert | | | KXEL Waterloo Douglas B. Grant | | | Boston F. E. Whitmarsh | | | WBEN Buffalo John Jaeger | | |
| WMBR Jacksonville Don Ferandou | | | KROS Clinton Ethel Murphy | | | Boston F. E. Whitmarsh | | | WBEN Buffalo John Goodman | | |
| WPDQ Jacksonville R. D. Willard | | | KRNT Des Moines Joseph Ryan | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Dave Driscoll | | |
| WLAJ Lakeland Bob Wilbur | | | KSO Des Moines R. E. Burris | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Tom Morgan | | |
| WIOD Miami James R. Brite | | | KWB Dubuque L. Vaughn Gayman | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Albert Grobe | | |
| WQAM Miami H. C. Scofield | | | KVPD Fort Dodge Donald Brown | | | Boston F. E. Whitmarsh | | | WBEN Buffalo H. R. Heisby | | |
| WBDO Orlando Elmer Scott | | | KWFJ Iowa City Charles Hilten | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Lou Cole | | |
| WDLF Panama City Bob Gillispie | | | KXEL Waterloo Douglas B. Grant | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Alden Fox | | |
| WCOA Pensacola Don Sheldoin | | | KROS Clinton Ethel Murphy | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Jolly Bergeron | | |
| WSUN St. Petersburg Major George Robinson | | | KWB Dubuque L. Vaughn Gayman | | | Boston F. E. Whitmarsh | | | WBEN Buffalo Jack Ross | | |
| WTSP St. Petersburg Jack Faulkner | | | KVPD Fort Dodge Donald Brown | | | Boston F. E. Whitmarsh | | | WBEN Buffalo William J. Adams | | |
| KANSAS | | | KENTUCKY | | | MISSISSIPPI | | | NORTH CAROLINA | | |
| KVAK Atchison Joseph Peck | | | WCMI Ashland Charles Warren | | | Columbus Houston Cox, Jr. | | | WISE Asheville Mackie Quave | | |
| KGGF Coffeyville John D. Francis | | | WLBJ Bowling Green Lively Wilson | | | Greenville Bill McHan | | | WVNC Asheville William F. Mella | | |
| KTSW Emporia Duane Tucker | | | LOUISIANA | | | Jackson James R. Peery | | | WBBB Burlington Paul Huddleston | | |
| KIUL Garden City Gene Waters | | | WALB Albany Abner M. Israel | | | Jackson Nancy Arrington | | | WBT Charlotte Jack Knell | | |
| KWBBW Hutchinson Vern Minor | | | WATL Atlanta Theodore (Ted) Fenster | | | Laurel Edward Breland | | | WDC Durham Lawrence C. Johnson | | |
| KFKU Lawrence Dolores Sulziman | | | WGAC Augusta John Barnes | | | McComb Fred J. Braser | | | WFC Fayetteville Ray Woodard | | |
| KSAK Salina R. D. Preusch | | | WRDWA Augusta Dennis Brown | | | Natchez Alma Areneaux | | | WGBR Goldsboro John Gay Britt | | |
| KANIS Wichita Vic Rugh | | | WBRB Columbus Cordale Harold Besty | | | Tupelo Russell Roe | | | WBG Greensboro Peggy Leonard | | |
| KFBI Wichita Milo Knudson—P. M. Ted Johnson—A. M. George Gow | | | WMAZ Macon Wilton P. Cobb | | | Winona Irving Tingley | | | WBG Greensboro Stan Conrad | | |
| KANSAS | | | KENTUCKY | | | MISSISSIPPI | | | NORTH CAROLINA | | |
| KVAK Atchison Joseph Peck | | | WCMI Ashland Charles Warren | | | Columbus Houston Cox, Jr. | | | WISE Asheville Mackie Quave | | |
| KGGF Coffeyville John D. Francis | | | WLBJ Bowling Green Lively Wilson | | | Greenville Bill McHan | | | WVNC Asheville William F. Mella | | |
| KTSW Emporia Duane Tucker | | | LOUISIANA | | | Jackson James R. Peery | | | WBBB Burlington Paul Huddleston | | |
| KIUL Garden City Gene Waters | | | WALB Albany Abner M. Israel | | | Jackson Nancy Arrington | | | WBT Charlotte Jack Knell | | |
| KWBBW Hutchinson Vern Minor | | | WATL Atlanta Theodore (Ted) Fenster | | | Laurel Edward Breland | | | WDC Durham Lawrence C. Johnson | | |
| KFKU Lawrence Dolores Sulziman | | | WGAC Augusta John Barnes | | | McComb Fred J. Braser | | | WFC Fayetteville Ray Woodard | | |
| KSAK Salina R. D. Preusch | | | WRDWA Augusta Dennis Brown | | | Natchez Alma Areneaux | | | WGBR Goldsboro John Gay Britt | | |
| KANIS Wichita Vic Rugh | | | WBRB Columbus Cordale Harold Besty | | | Tupelo Russell Roe | | | WBG Greensboro Peggy Leonard | | |
| KFBI Wichita Milo Knudson—P. M. Ted Johnson—A. M. George Gow | | | WMAZ Macon Wilton P. Cobb | | | Winona Irving Tingley | | | WBG Greensboro Stan Conrad | | |
| KANSAS | | | KENTUCKY | | | MISSISSIPPI | | | NORTH CAROLINA | | |
| KVAK Atchison Joseph Peck | | | WCMI Ashland Charles Warren | | | Columbus Houston Cox, Jr. | | | WISE Asheville Mackie Quave | | |
| KGGF Coffeyville John D. Francis | | | WLBJ Bowling Green Lively Wilson | | | Greenville Bill McHan | | | WVNC Asheville William F. Mella | | |
| KTSW Emporia Duane Tucker | | | LOUISIANA | | | Jackson James R. Peery | | | WBBB Burlington Paul Huddleston | | |
| KIUL Garden City Gene Waters | | | WALB Albany Abner M. Israel | | | Jackson Nancy Arrington | | | WBT Charlotte Jack Knell | | |
| KWBBW Hutchinson Vern Minor | | | WATL Atlanta Theodore (Ted) Fenster | | | Laurel Edward Breland | | | WDC Durham Lawrence C. Johnson | | |
| KFKU Lawrence Dolores Sulziman | | | WGAC Augusta John Barnes | | | McComb Fred J. Braser | | | WFC Fayetteville Ray Woodard | | |
| KSAK Salina R. D. Preusch | | | WRDWA Augusta Dennis Brown | | | Natchez Alma Areneaux | | | WGBR Goldsboro John Gay Britt | | |
| KANIS Wichita Vic Rugh | | | WBRB Columbus Cordale Harold Besty | | | Tupelo Russell Roe | | | WBG Greensboro Peggy Leonard | | |
| KFBI Wichita Milo Knudson—P. M. Ted Johnson—A. M. George Gow | | | WMAZ Macon Wilton P. Cobb | | | Winona Irving Tingley | | | WBG Greensboro Stan Conrad | | |

(Continued on page 56)



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.

UNITED PRESS RADIO NEWS

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 55



NOTICE

You cannot cover the tremendous New York market without using **WBNX**, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with **WBNX**. Our program department will assist you in the translation of your copy.



(Continued from Page 54)

WGTC Greenville Charles Whedbee
WMFR High Point Gary Davis
WRAL Raleigh W. C. Hendricks
WRRF Washington George Walston
WAFD Wilmington Mrs. A. W. Rogers
WGTM Wilson Richard Davis
WAIR Winston-Salem R. Pitts
WSJS Winston-Salem Dale McCampbell

NORTH DAKOTA

KFYR Bismarck Charles Schoregge
WDAY Fargo Jack Dunn
KSJB Jamestown Ray Kapp
KLPM Minot John B. Cooley

OHIO

WADC Akron H. L. Hegeman
WAKR Akron Jack Larue
WICA Ashtabula Alfred B. Newkirk
WHBC Canton Frank Bow
WCKY Cincinnati Rex Davis
WCBO Cincinnati Richard P. Williams
WCRB Cincinnati Tom McCarthy
WLVW Cincinnati Gilbert Kingsbury
WGAR Cleveland Ralph Worden
WHK Cleveland G. D. Whisler
WJW Cleveland R. Marvin Cade
WTAM Cleveland Edward R. Wallace
WCOL Columbus Howard Donahoe
WHKC Columbus Albert C. Parlin
WOSU Columbus Edgar Sprague
WHIO Dayton Richard Cull
WING Dayton Jack Zeigler
WFIN Findlay Fritz Sorenson
WMOH Hamilton Sam Sague
WLOK Lima Harry Jay
WMAN Mansfield Robert Horn
WMRN Marion Ray Oviatt
WPAY Portsmouth W. M. Hart
WIZE Springfield Robert Terry
WSTV Steubenville Charles Brand
WSPD Toledo James W. Lieberhart
WKBN Toledo Francis McNerney
WHIZ Youngstown Paul White
J. Roeder

OKLAHOMA

KVSO Ardmore Glenn Pool
KCPC Enid Shirley Trauxer
KSWO Lawton Mary K. Wells
KBIX Muskogee Lowell E. Clark
WNAD Norman Maurice Osgden
KOCY Oklahoma City Walter Colvin
KOMA Oklahoma City Bill Bryan
KOKM Oklahoma City Dow Mooney
KHBG Okmulgee Bob Kashner
KOME Tulsa Dick Campbell
KTUL Tulsa Glenn Condon
KV00 Tulsa Ken Miller

OREGON

KWIL Albany Ted Carlsen
KAST Astoria R. D. Holmes
KRFR Baker Ken Lockwood
KORE Eugene Bruce Nidever
KUJN Grants Pass E. P. Kane
KFJL Klamath Falls John Duffy
KLBK La Grande James Bryant
KALE Portland Tom Decker
KEX Portland Don Kneass
KGVW Portland Don Kneass
KOIN Portland Lester Halpln
KWJJ Portland Les Marcu
KSLM Salem Otto Miller

PENNSYLVANIA

WCED Dubois Virginia Wade
WHP Harrisburg New Castle
WKST New Castle Ray Wallace
KYW Philadelphia James Gantz
WCAU Philadelphia Harry L. Reinhard
WHAT Philadelphia Les Alexander
WBG Philadelphia Carl F. Majer
WIP Philadelphia Samuel H. Ettlinger
WPNF Philadelphia Dorothea Hassler
WCAE Pittsburgh Ben Murog
WJAS Pittsburgh Becklev Smith
WWSW Pittsburgh John Davis
WARM Scranton Ken Besthold
WKOK Sunburg Ernest Lukens
WMBS Uniontown Frank Moore
WJPA Washington Hunter Reams
WBAX Wilkes-Barre Jones Evans

RHODE ISLAND

WEAN Providence Robert Myers

SOUTH CAROLINA

WCSC Charleston Russell Long
WTMA Columbia George Griswold
WCOS Columbia Moody McElveen
WIS Columbia William M. Burnette
WOLS Florence Wally King
WFEC Greenville Nicholas P. Mitchell
WMRC Greenville Jimmy Simpson
WSPA Spartanburg Robert Ferric
WFIG Sumter Bob Ardrey

SOUTH DAKOTA

KABR Aberdeen A. A. Fahy
KGFY Pierre Ida A. McNeil
KOBH Rapid City Don Wilson
KELO Sioux Falls Veril Thomson
KSOO Sioux Falls Veril Thomson
KUSD Vermillion Prof. Hale Aarnes
KWAT Watertown Adele Martinson
WNAK Yankton Arthur J. Smith

TENNESSEE

WDOD Chattanooga Clarence Games
WJZM Clarksville George Bell
WHUB Cookeville Lawrence Peery
WJTS Jackson Gordon Clinard
WJHL Johnson City Lewis Cowell
WKPT Kingsport Paul Overbay
WNOX Knoxville Robert Johnson
WROL Knoxville Allen Stout
WMC Knoxville William Reeves
WMPS Memphis Bob Neal
WLAC Nashville Don Taylor
WSM Nashville Howard Eskridge

TEXAS

KRBC Abilene LaFawn Hall
KFDA Amarillo Don Clark
KONC Amarillo Wes Izzard
KNOW Austin Harry Harber
KTBC Austin Paul Bolton
KFDM Beaumont B. R. Patterson
KRIC Beaumont Jack Neil
KNEL Brady C. D. Reed
KBWD Brownwood Jack Beckett
KEYS Corpus Christi Fred Burr
KGGK Dallas Hugh Speck
KBJD Dallas Mesador Lowrey
KSKV Dallas Richard F. Parker
WFAA Dallas Hugh Speck
WRR Dallas James S. Alderman
KDNT Denton Harwell V. Shepard
KROD El Paso Felix Adams
KTSM El Paso Mary Deane Jackson
KFJZ Ft. Worth Boyd Kelly
KGGK Ft. Worth James A. Byron
WBAP Ft. Worth Lee Clough
KLUF Galveston Steele McClannahan
KGBS Harlingen John Allen
KPRC Houston Ted Nabors
KTRH Houston Kenneth Millican
KXYZ Huntsville H. C. Rothwell
KSAM Kilgore J. A. Degner
KCOA Lubbock O. A. Foster
KFYO Lubbock Richard Lewin
KRBA Lufkin M. D. Stewart
KNET Palestine Tex De Weese
KPDN Pampa Leigh Cardwell
KPLT Paris Wendell Bagwell
KVOP Plainview Bill Ardis
KGCN San Antonio Edmund A. Barker
KONO San Antonio Raymond J. Hunt
WQAI San Antonio Ken McClure
KXOX Sweetwater Edwin Smith
KXKB Tyler Elizabeth Taylor
KVVV Vernon Bob McDonald
KWVC Weslaco William Sherpe
KWFT Wichita Falls

UTAH

KLO Ogden Arthur Gaeth
KELB Price Jack Richards
KOVO Provo Wayne Kears
KDYL Salt Lake City John Page
KUTA Salt Lake City Frank C. McIntyre

VERMONT

WCAX Burlington Lawrence Killick
WDEV Waterbury Tom Dodd

VIRGINIA

WCHV Charlottesville Norman Kelsey
WKY Covington W. A. Ward
WBTV Danville Milton Adams
WSVA Harrisonburg R. P. Eyrich
WLVA Lynchburg Wayne Tyler
WGH Newport News Joel F. Carlson
WVAP Portsmouth Vincent Essig
WMBG Richmond J. H. Kellogg
WRNL Richmond G. Mallory Freeman
WDBJ Roanoke Irving Sharp
WLSL Roanoke Walter Harris
WLPM Suffolk Kenneth Clow

WASHINGTON

KXRO Aberdeen Art Lindsay
KELA Chehalis—Hal S. Nelson
KRKO Centralia
Everett Shirley K.
Bartholomew
KWLK Longview Don Bailey
WKY Olympia Sam Crawford
KEVY Seattle Harry Jordan
KIRO Seattle Ralph Thompson
KJR Seattle Fred Delano
KOL Seattle Jerry Morris
KOMO Seattle Fred Delano
KRSC Seattle Ted Bell
KXA Seattle Leonard Beardsley
KFPY Spokane E. W. Jorgenson
KGA Spokane John Bemis
KHO Spokane John Bemis
KMO Tacoma Ted Morello
KTB1 Tacoma Warren Reed
KVI Tacoma Harry Long
KVAN Vancouver Marion Sexton
KUJ Walla Walla How Rhoades and
Chet Miller
KPO Wenatchee J. Carl Downing
KIT Yakima John L. Roberts

WEST VIRGINIA

WJLS Beckley Kenneth Schaffer
WHIS Bluefield Bob Kent
WCHS Charleston Joseph J. Herget
WMMN Fairmont Frank Lee
WSAZ Huntington William O. Aldridge
WBRW Welch Johnnie Villani
WVVA Wheeling Walter V. Turner

WISCONSIN

WHBY Appleton Rodger Mueller
WATW Ashland J. W. Huss
WTAQ Green Bay Clair Stone
WCLO Janesville Bob Page
WHA Madison Roy Vagelman
WMAW Marinette Howard L. Emich
WEMP Milwaukee Neil K. Searles
WISN Milwaukee W. O. Dreyfus
WTMJ Milwaukee Jack Krueger
WMFM Milwaukee
WOSH Oshkosh Robert Nelson
WIBU Poyntte Jack Kelly
WLBL Stevens Point W. P. Wichmann
WDSM Superior Lewis D. Marin
WFHR Wisconsin Rapids Orville Leverton

WYOMING

KFBC Cheyenne Dick Lane
KVR5 Rock Springs Michael Reid
KWYO Sheridan Mel Hallock

ALASKA

KFWO Anchorage Charles Weisinger
KINY Ketchikan Katherine Carson
Crittenden

HAWAII

KGU Honolulu James Wahl
KTON Lihue Duncan Campbell

PUERTO RICO

WPRM Mayaguez J. Cabanellas
WPAJ Ponce Victor Bono
WKAQ San Juan Francisco Acevedo

CANADA

ALBERTA

CFAC Calgary Gail Egan
CFCN Calgary John Stout
CFRN Edmonton T. H. Mansell
CJCA Edmonton Harold Yerxa
CFOP Grande Prairie G. H. Cummings
CJOC Lethbridge Cameron A. Perry

BRITISH COLUMBIA

CHWK Chilliwack Cecil Fox
CFJC Kamloops Jack Carbutt
CKNW New Westminster Bill Duncan
CFPR Prince Rupert R. Elson
CBBR Vancouver R. Elson
CJOR Vancouver David Hill
CKWX Vancouver Sam G. Ross

MANITOBA

CFAR Flin Flon J. Schroeder
CKRC Winnipeg Cyril Cairns

NEW BRUNSWICK

CBA Sackville James Kinlock

NOVA SCOTIA

CBH Halifax James Kinloch
CHNS Halifax Harry Stephen
CJCB Sydney O. W. Loeb

ONTARIO

CKPC Brantford Jess Jaffray
CFCO Chatham Mrs. Winnifred Miller
CKFI Fort Frances J. McLaren
CKPR Fort William Bruce Osgilvie
CHML Hamilton Logan Stewart
CKOC Hamilton Miss Doris Clancy
CKWS Kingston Fred Johnston
CJLK Kirkland Lake Jack Weatherwax
CFCH North Bay Joe Druker
CBO Ottawa W. H. Hogg
CKCO Ottawa John Pollie
COWS Owen Sound William Aldrich
CHPS Peterborough James A. Sullivan
CHEX Peterborough Don Ramsey
CJIC Ste. Marie C. V. Godwin
CKSO Sudbury Don McGill
CBL Toronto W. H. Hogg
CJBC Toronto W. H. Hogg
D. C. McArthur
CKEY Toronto John B. Stinson
CKLW Windsor Val Clare
CKNX Wingham Hugh Gase

PRINCE EDWARD ISLAND

CFY Charlottetown A. S. Dickson

QUEBEC

CBJ Chicoutimi J. St. Georges
CBF Montreal J. St. Georges
CBM Montreal J. St. Georges
CFCF Montreal S. Bliss
CHLP Montreal Jean C. Fournier
CKAC Montreal Lucien Roy
CBV Quebec City J. St. Georges
CHRC Quebec City Eugene Cloutier
Paul Lepage
CLCV Quebec City Paul Lepage

SASKATCHEWAN

CHAB Moose Jaw L. H. Lewry
CKBI Prince Albert Francis Church
CKCK Regina H. Cook
CKRM Regina G. Carson
CFOC Saskatoon Godfrey Hudson
CBK Watrous W. H. Metcalfe
CJGX Yorkton Douglas McBride

LIKE
STERLING
ON SILVER

AP
NEWS
FOR RADIO

Available exclusively through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York 20, N. Y.

RADIO CORRESPONDENTS' GALLERIES OF CONGRESS

Earl Godwin, *President*
Richard Harkness, *Vice President*

Fred W. Morrison, *Ex Officio*
Telephone: National 3120
House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264

Rex Goad, *Secretary*
William Costello, *Treasurer*

Supt. of Senate Gallery—D. Harold McGrath • Supt. of House Gallery—Robert M. Menaugh¹ • Acting Supt. of House Gallery—William Vaughan

Active Members as of Jan. 1, 1945

| Network, Station or Services | Name | Office |
|------------------------------|-----------------------------------|------------------------|
| Ask Washington | Eleanor Frances Block | 623 Albee Bldg. |
| | Hugh M. Grauel | 623 Albee Bldg. |
| | Merlin F. Stonehouse | 623 Albee Bldg. |
| Associated Press Radio | Joseph H. Torbett | 409 Star Bldg. |
| Baukhage Associates | Tauline Frederick | 622 Union Trust Bldg. |
| Blue Network | Martin Akronsky | 724 14th St. N.W. |
| | H. R. Baukhage | 622 Union Trust Bldg. |
| | Helen Buchalter | 1613 19th St. N.W. |
| | Ray Henle | Colorado Bldg. |
| | William Hillman | 601 13th St. N.W. |
| | Bryson R. Rash | 724 14th St. N.W. |
| | Raymond Gram Swing | 1613 19th St. N.W. |
| | Edward Tomlinson | Wardman Park Hotel |
| Columbia Broadcasting System | Mildred Adams | 853 Earle Bldg. |
| | Cliff Allen | 853 Earle Bldg. |
| | Ruth Ayers | 853 Earle Bldg. |
| | Tristram Coffin | 853 Earle Bldg. |
| | William Costello | 853 Earle Bldg. |
| | John Charles Daly Jr. | 853 Earle Bldg. |
| | Albert N. Dennis | 853 Earle Bldg. |
| | Robert Evans | 853 Earle Bldg. |
| | Paul Glynn ¹ | 853 Earle Bldg. |
| | Gerald Gordon ¹ | 853 Earle Bldg. |
| | Joseph C. Harsh | 853 Earle Bldg. |
| | Bill Henry | 853 Earle Bldg. |
| | James W. Hurlbut ¹ | 853 Earle Bldg. |
| | Claude A. Mahoney | 853 Earle Bldg. |
| | Joseph F. McCaffery | 853 Earle Bldg. |
| | Ernest D. McIver Jr. | 853 Earle Bldg. |
| | John P. Moore ¹ | 853 Earle Bldg. |
| | Prentiss Stanton ¹ | 853 Earle Bldg. |
| | Don Pryor | 853 Earle Bldg. |
| | Lewis W. Shollenberger | 853 Earle Bldg. |
| | Albert L. Warner ¹ | 853 Earle Bldg. |
| | Robert S. Wood | 853 Earle Bldg. |
| | Charles A. Worcester | 853 Earle Bldg. |
| | Amelia Belle Young | 853 Earle Bldg. |
| Earl Godwin Associates | Earl Godwin | 414 Bond Bldg. |
| KIRO Seattle | Rudolph Block | Natl. Press Bldg. |
| Mutual Broadcasting System | Frank S. Blair Jr. ¹ | 1627 K St. N.W. |
| | Robert T. Brooks ¹ | 1627 K St. N.W. |
| | Walter Compton | 1627 K St. N.W. |
| | Robert Deihl ¹ | 1627 K St. N.W. |
| | Charter Heslep | 712 Jackson Pl. |
| | Fulton Lewis Jr. | 1627 K St. N.W. |
| | Stephen J. McCormick ¹ | 1627 K St. N.W. |
| | Mary J. Maddox | 1627 K St. N.W. |
| | Fred W. Morrison | 1627 K St. N.W. |
| | Billy RePaId | 1627 K St. N.W. |
| | David Stick ¹ | 1627 K St. N.W. |
| National Broadcasting Co. | Morgan Beatty | 724 14th St. N.W. |
| | David Brinkley | 724 14th St. N.W. |
| | Mary Kay Cavanaugh | 724 14th St. N.W. |
| | Leif Eid | 724 14th St. N.W. |
| | William M. Folger | 724 14th St. N.W. |
| | Richard L. Harkness | 724 14th St. N.W. |
| | Thomas E. Knode | 724 14th St. N.W. |
| | William R. McAndrew | 724 14th St. N.W. |
| | Robert C. McCormick | 724 14th St. N.W. |
| | Nancy Osgood | 724 14th St. N.W. |
| | Ralph Howard Peterson | 724 14th St. N.W. |
| | Walter J. Royen | 724 14th St. N.W. |
| | Carleton D. Smith | 724 14th St. N.W. |
| Radio News Assn. | Gene B. Davis | 1256 Natl. Press Bldg. |
| | Peter James Dobinsky | 1256 Natl. Press Bldg. |
| | Mary C. Harmon | 1256 Natl. Press Bldg. |
| Time Views the News | Perry H. Culley | 815 15th St. N.W. |
| | Richard C. deBrown | 815 15th St. N.W. |
| Transradio Press Inc. | Sidney Blatt | 1256 Natl. Press Bldg. |
| | Ann M. Corrick | 1256 Natl. Press Bldg. |
| | Peter W. Denzer | 1256 Natl. Press Bldg. |
| | Rex Goad | 1256 Natl. Press Bldg. |
| | Harold L. Goodwin ¹ | 1256 Natl. Press Bldg. |
| | Betty Lersch | 1256 Natl. Press Bldg. |
| | Clifford G. McCarthy ² | 1256 Natl. Press Bldg. |
| | Robert E. Lee Moore | 1256 Natl. Press Bldg. |
| | John Norman ¹ | 1256 Natl. Press Bldg. |
| | Bill Pickens | 1256 Natl. Press Bldg. |
| | Macon Reed ¹ | 1256 Natl. Press Bldg. |
| | Dan Williams | 1256 Natl. Press Bldg. |
| United Press Radio | George James Marder | 707 Natl. Press Bldg. |
| | Robert J. Strling | 705 Natl. Press Bldg. |
| WAOV Vincennes, Ind. | Jean Ferris | 930 F St. N.W. |
| WBOW Terre Haute, Ind. | Jean Ferris | 930 F St. N.W. |
| WEOA Evansville, Ind. | Jean Ferris | 930 F St. N.W. |
| West Virginia Network | Ray Henle | Colorado Bldg. |
| WGBF Evansville, Ind. | Jean Ferris | 930 F St. N.W. |
| WINX Washington | William Gold | 1337 E St. N.W. |
| | Lewis Hill | 1337 E St. N.W. |
| | Dennis Sartain | 1337 E St. N.W. |
| WITH Baltimore | Ian Ross MacFarlane | 1000 Connecticut Ave. |
| | Louise A. MacFarlane | 1000 Connecticut Ave. |
| WLW Cincinnati | Gordon Graham | 377 Munsey Bldg. |
| WMAL Washington | William Enders Coyle ¹ | 724 14th St. N.W. |
| | Pez Eck | 724 14th St. N.W. |
| | William Neel | 724 14th St. N.W. |
| | Albert Leitch | 724 14th St. N.W. |
| | Jack Purcell | 724 14th St. N.W. |
| | Dan Reagan ¹ | 724 14th St. N.W. |

WOV New York
WWDC Washington
Yankee Network
Yankee News Bureau, Inc., representing the Yankee Network, WAAB Worcester, Mass.; WEAN Providence; WICC Bridgeport, Conn.; WIRE Indianapolis; WJW Cleveland; WNAC Boston; WNBC Hartford.

| | |
|-----------------------------------|------------------------|
| Kenneth Romney Jr. ¹ | 724 14th St. N.W. |
| Milton Shoemaker | 724 14th St. N.W. |
| Samuel A. Tower | 724 14th St. N.W. |
| David Wills | 724 14th St. N.W. |
| Tom Morgan | Mayflower Hotel |
| Richard Eaton | 1000 Connecticut Ave. |
| Francis W. Tully Jr. ¹ | 1397 Natl. Press Bldg. |
| Jack R. Reed | 1397 Natl. Press Bldg. |

¹ On leave of absence in armed forces of the United States.
² Killed in action while serving with armed forces.

Associate Members as of Jan. 1, 1945

| | | |
|------------------------------|--------------------------|-----------------------------|
| A.B.C. Network | W. G. Henderson | Grand Rapids, Mich. |
| Blue Network | G. W. Johnstone | 30 Rockefeller Plaza, N. Y. |
| | Henry J. Taylor | 30 Rockefeller Plaza, N. Y. |
| | Harry Wismer | 30 Rockefeller Plaza, N. Y. |
| Columbia Broadcasting System | Mai. Geo. Fielding Eliot | 485 Madison Ave., N. Y. |
| | Fox Case | 6121 Sunset Blvd., L.A. 28 |
| | Paul White | 485 Madison Ave., N. Y. |
| Cowles Broadcasting Co. | Stanley Dixon | KRNT Des Moines 4, Ia. |
| | John R. Irwin | KRNT Des Moines 4, Ia. |
| | Glen B. Law | KRNT Des Moines 4, Ia. |
| | Charles E. Logan | KRNT Des Moines 4, Ia. |
| Mutual Broadcasting System | Dave Driscoll | 1440 Broadway, N. Y. |
| | John Whitmore | 1440 Broadway, N. Y. |
| National Broadcasting Co. | W. F. Brooks | 30 Rockefeller Plaza, N. Y. |
| | W. W. Chaplin | 30 Rockefeller Plaza, N. Y. |
| | Charles A. Cooney | 30 Rockefeller Plaza, N. Y. |
| | John R. Cooper | 30 Rockefeller Plaza, N. Y. |
| | William C. Drips | Merchandise Mart, Chicag. |
| | Ann Gillis | 30 Rockefeller Plaza, N. Y. |
| | Max Jordan | 30 Rockefeller Plaza, N. Y. |
| | H. V. Kaltenborn | 30 Rockefeller Plaza, N. Y. |
| | Lathrop Mack | 30 Rockefeller Plaza, N. Y. |
| | Francis C. McCall | 30 Rockefeller Plaza, N. Y. |
| | J. O. Meyers | 30 Rockefeller Plaza, N. Y. |
| | Burroughs H. Prince | 30 Rockefeller Plaza, N. Y. |
| | William Ray | Merchandise Mart, Chicag. |
| | Adolph J. Schneider | 30 Rockefeller Plaza, N. Y. |
| | Robert St. John | 30 Rockefeller Plaza, N. Y. |
| | Lowell Thomas | 60 Rockefeller Plaza, N. Y. |
| Transradio Press Inc. | Herbert Moore | 521 Fifth Ave., N. Y. |
| | Harold L. Parr | 521 Fifth Ave., N. Y. |
| | Dixon Stewart | 521 Fifth Ave., N. Y. |
| | B. R. Patterson | Edson Hotel |
| KFDM Beaumont, Tex. | Wesley Youngblood | KFYO Lubbock |
| KFYU Lubbock, Tex. | George W. Kline | Federal Annex Bldg. |
| KGFW Lincoln, Neb. | J. Frank Burke | 358 S. Western Ave. |
| KFVD Los Angeles 5, Cal. | Wade Patterson | 200 N. Federal Ave. |
| KGLO Mason City, Ia. | Earle H. Smith | Pickwick Hotel |
| KMBC Kansas City, Mo. | Jack Neil | 130 Wall St. |
| KRIC Beaumont, Tex. | John J. Verstraete | St. Paul Hotel |
| KSTP St. Paul-Minneapolis | Storm Whaley | KUOA Inc. |
| KUOA Siloam Springs, Ark. | Ken Miller | Philtower Bldg. |
| KVOO Tulsa, Okla. | Ray Dady | Hotel Chase |
| KWK St. Louis | J. R. Stanley | Palmer House |
| WAAF Chicago | John Harrington | 410 N. Michigan Ave. |
| WBBM Chicago | Robert F. Hurlleigh | 410 N. Michigan Ave. |
| | Alvin J. Steinkopf | 410 N. Michigan Ave. |
| | Harlan Eugene Read | 410 N. Michigan Ave. |
| | Clifton M. Utley | 410 N. Michigan Ave. |
| WRIG Greensboro, N. C. | John Bosman | O'Henry Hotel |
| WRT Charlotte, N. C. | Jack Knell | Wilder Bldg. |
| WCAU Philadelphia 3, Pa. | William N. Taylor | 1622 Chestnut St. |
| WCBM Baltimore 13, Md. | Charles A. Roeder | North & Harford Ave. |
| WCCO Minneapolis 2, Minn. | Richard E. Stockwell | 625 Second Ave. S. |
| | Siegfried Michelson | 625 Second Ave. S. |
| WCFL Chicago 11, Ill. | Dr. Gerhard Shaeher | 686 Lakeshore Dr. |
| | Hugh Douglas | 686 Lakeshore Dr. |
| WCHS Charleston 24, W. Va. | Howard L. Chernoff | 1016 Lee St. |
| WCOV Montgomery 2, Ala. | G. W. Covington Jr. | 2 Montgomery St. |
| WDRB Hartford 4, Conn. | Jack Stevens | 750 Main St. |
| WBRB Buffalo 2, N. Y. | Cy King | 23 North St. |
| WEGO Concord, N. C. | Wayne M. Nelson | WEGO |
| WFBL Syracuse 2, N. Y. | Harvey D. Sanderson | 433 S. Warren St. |
| WGAR Cleveland 1, O. | Kay Halle | Statler Hotel |
| WHAS Louisville 2, Ky. | Richard E. Fischer | 300 W. Liberty St. |
| WHBC Canton 2, O. | Frank T. Bow | 550 Market Ave. S. |
| WHBF Rock Island, Ill. | Leslie C. Johnson | 1300 Third Ave. |
| WIL St. Louis 8, Mo. | Mel Kampe | Grand & Lindell Blvd. |
| WINN Louisville 1, Ky. | Harry McTigue | Tyler Hotel |
| WIOD Miami 30, Fla. | Leslie B. Bain | 600 Biscayne Blvd. |
| WISH Indianapolis 4, Ind. | John D. Morrow | Board of Trade Bldg. |
| WJR Detroit 2, Mich. | George W. Cushing | Fisher Bldg. |
| WLS Chicago | Julian T. Bentley | 1230 W. Washington Blvd |
| | Ervin Lewis | 1230 W. Washington Blvd |
| WLW Cincinnati 2, O. | James Cassidy | Crosley Square |
| | Howard R. Chamberlain | Crosley Square |
| | Rita Hackett | Crosley Square |
| WMAL Washington 5, D. C. | Fraser Edwards | 724 14th St. N.W. |
| WMRG Richmond 20, Va. | Elliot G. Shaw Jr. | 3301 W. Broad St. |
| WOLS Florence, S. C. | H. Russ Holt | Sanborn Hotel |
| WOW Omaha 2, Neb. | Soren H. Munkhof | Insurance Bldg. |
| WTAD Quincy, Ill. | E. E. Lancaster | 510 Maine St. |
| | Walter J. Rothschild | 510 Maine St. |
| WTIC Hartford, Conn. | Arthur C. Fifer | 510 Maine St. |
| WTMJ Milwaukee 1, Wis. | Tom Eaton | 26 Grove St. |
| | Jack E. Krueger | 263 W. State St. |

AS SIMPLE AS

ABC



Q. What is "canned" news?

A. News rewritten at a distant point to be read word-for-word and item-for-item over all stations all over the country that are fed from the same "can."

Q. Will "canned" news help my station hold listeners?

A. To the contrary, if listeners hear the same news, word for word, item for item, over several stations available to them, there is NO reason for their preferring one of those stations to another.

Q. Then, how can I induce news-hungry listeners to keep tuned to my station?

A. Your newscaster must present programs that are **DISTINCTIVE** – not stereotyped. He must avoid offering the same stories in the same words and in the same order that they may be heard over other stations.

Like scores of leading newscasters, he should be encouraged to select the news which he – better than anyone else, certainly better than an editor hundreds of miles away – knows will interest listeners in HIS OWN area.

He can do this best by having at his disposal the **COMPLETE** leased wire report of

INTERNATIONAL NEWS SERVICE

Broadcast Stations Identified With Newspaper Ownership

Revised to January 1, 1945; Copyright 1945 by Broadcasting Publications, Inc.

ALABAMA

- WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star*.
- WGN, Birmingham—Licensed to The Birmingham News Co.; 95% of stock owned by Victor Hanson, publisher of *The Birmingham News* and *The Birmingham Age-Herald*, same ownership as *The Huntsville (Ala.) Times*.
- WAGF, Dothan—Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of *Dothan Eagle*.
- WSFA, Montgomery—Licensed to Montgomery Broadcasting Co., Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser*; one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

- KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 138 out of 300 shares of stock owned by Burrige D. Butler, publisher of *The Prairie Farmer*, Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 69 shares each owned by Glenn Snyder and George Cook, WLS.
- KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott (Ariz.) Courier*.
- KOY, Phoenix—Licensed to Salt River Valley Broadcasting Co., 74% owned by Burrige D. Butler, publisher of *The Prairie Farmer*, Chicago, and *Arizona Farmer*, Phoenix; also owner of WLS, Chicago and KTUC Tucson.

ARKANSAS

- KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock.
- KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with Times Publishing Co., Inc., publishers of *Shreveport (La.) Times*; same ownership as *Monroe (La.) World and News-Star*.
- KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; 90% of stock owned by Gazette Publishing Co., publishers of *Arkansas Gazette*.
- KCMC, Texarkana—Licensed to KCMC Inc.; 90% owned by *Texarkana Newspapers Inc.*, publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

CALIFORNIA

- KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KIEM, Eureka—Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard*; 20% by Times Publishing Co., publisher of *Humboldt Times*; 60.3%, William B. Smullin.
- KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee*, *Sacramento Bee*, *Modesto Bee* (McClatchy Newspapers).
- KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50 1/2% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald*; 49 1/4% by Salinas Newspapers, Inc., publishers of *Salinas Californian*. (Soeidel Newspapers); see also WGNV, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)
- KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune*.
- KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).
- KROW, San Francisco—Licensed to KROW Inc., owned 65% by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Marshfield, Ore., and publisher of the *Marshfield (Ore.) Coos Bay Times*; 35% by Philip G. Laaky.
- KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News and Press* (T. M. Storke, publisher, owns 100% of common stock).

The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

- KSRO, Santa Rosa—Ownership affiliated with *Santa Rosa Republican* and *Santa Rosa Press Democrat*.
- KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).
- KTKC, Visalia—Licensed to Tulare-Kings Counties Radio Associates; owners include Morley M. Maddox, publisher, and Charles A. Whitmore, president-editor of *Visalia Times-Delta*; Homer W. Wood, publisher of *Porterville Recorder*; Percy M. Whiteside, publisher of *Tulare Advance, Register and Times*.
- KHUB, Watsonville—Licensed to Luther E. Gilson, editor and publisher of *Vallejo Chronicle-News and Times-Herald*.

COLORADO

- KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.
- KLZ, Denver—Licensed to KLZ Broadcasting Co.; E. K. Gaylord, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co., publishers of *The Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman*.
- KFKA, Greeley—Licensed to Midwestern Radio Corp., same ownership (H. E. Green) as *The Record Stockman*, Denver, weekly.

CONNECTICUT

- WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 73.88% of stock owned by the Gannett Newspapers; see WENY, Elmira, N. Y.
- WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American*.

DELAWARE

- WDEL, Wilmington (Mason Dixon Radio Group)—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners of Mason Dixon stations, also own Lancaster (Pa.) Newspapers Inc.
- WILM, Wilmington—Licensed to WILM Inc. Owned 66 2/3% by Alfred G. Hill, editor, publisher and lessor of *Cheseter (Pa.) Times*; remaining 33 1/3% by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. and Mason Dixon Radio Group.

DISTRICT OF COLUMBIA

- WMAL, Washington—Licensed to The Evening Star Broadcasting Co., subsidiary of the *Washington Star*.
- WINX, Washington—Licensed to Eugene Meyer & Co., publisher of *Washington Post*.
- WOL, Washington—Licensed to Cowles Broadcasting Co. Gardner Cowles Jr., president, also publisher of *Look* magazine, president of Register & Tribune Co., publishers of *Des Moines Register and Tribune*; John A. Cowles, vice-president of Register & Tribune Co., also president of *Minneapolis Star Journal, Tribune and Times*.

FLORIDA

- WJHP, Jacksonville—Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal*. (See WCOA, Pensacola.)
- WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned 80.5% by Evening News Publishing Co., Dayton; 8.4% by James M. Cox; 8.66% by Springfield (O.) Newspapers Inc., publishers of James M. Cox newspapers.

- WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc. (see WCOA).
- WDLF, Panama City—Licensed to Panama Bctsr. Co. and owned by publishers of *Panama City News-Herald*. (See WCOA).
- WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City (Fla.) News-Herald*. Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.
- WTSP, St. Petersburg—Licensed to Pinellas Broadcasting Co., 63% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.
- WFLA, Tampa—Licensed to Tampa Tribune Co. J. S. Mims, publisher of *Tampa Tribune*.
- WDAB, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

GEORGIA

- WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald*.
- WGAU, Athens—Affiliated with the *Athens Banner-Herald*.
- WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).
- WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch*; John W. Greer, president.
- WGGA, Gainesville—Licensed to Blue Ridge Broadcasting Co., 31.57% of stock owned by A. F. Dean, owner and editor of *Gainesville Eagle*, weekly.
- WLAG, La Grange—Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.
- WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald*.

ILLINOIS

- WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette*.
- WAAF, Chicago—Licensed to Drivers Journal Publishing Co. Inc.
- WGN, Chicago—Licensed to WGN Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.
- WJJD, Chicago—Licensed to Field Enterprises Inc., controlled by Marshall Field, proprietor of *Chicago Sun and PM*.
- WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by *Prairie Farmer Publishing Co.*, publisher of *The Prairie Farmer*, bi-weekly.
- WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.
- WSOY, Decatur—Licensed to Commodore Broadcasting, Inc., 99.6% of stock owned by Decatur Newspapers, Inc., publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana (Ill.) Evening Courier*.
- WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail*.
- WTAD, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLD, Mason City, Ia., and KHMO, Hannibal, Mo., and Lee Newspaper Syndicate.
- WROK, Rockford—Licensed to Rockford Broadcasters, Inc. 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register Republic*.

WBFB, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.

WCBS, Springfield—Licensed to WCBS Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton general manager of *Illinois State Journal*.

INDIANA

- WTRC, Elkhart—Licensed to the Trut Publishing Co. Inc., publisher of *Elkhart Daily Truth*.
- WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitne and family; Mr. Bitner is publisher of *Pittsburgh Sun-Telegraph*, Hearst news paper, but station is personal investment.
- WIBC, Indianapolis—Licensed to Indian Broadcasting Corp., C. Walter McCarty president, also publisher of *Indianapolis News*.
- WIRE, Indianapolis—Licensed to Indianapolis Broadcasting Inc. 100% of stock owned by Central Newspapers Inc. E. C. Pulliam, President.
- WSBT, South Bend—Licensed to the *South Bend Tribune*.
- WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

- KBUR, Burlington—Licensed to Burlington Broadcasting Co.; 25% of stock owned by controlling interests in the *Burlington Hawk-Eye Gazette*.
- KRNT, Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*; also publishers of *Minneapolis Star Journal* and *Look Magazine*.
- KSO, Des Moines—Licensed to Kingsley Murphy, newspaper executive.
- KDTH, Dubuque—Licensed to *Dubuque Telegraph-Herald*.
- KGLO, Mason City—Licensed to Lee Radio Inc., affiliated with ownership WTAD, Quincy, Ill.; KHMO, Hannibal Mo., and Lee Newspaper Syndicate.
- KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock owned by *Iowa Register and Tribune* interests.
- KSCJ, Sioux City—Licensed to the Perkins Brothers Co. Affiliated with *Journal-Tribune Publishing Co.*
- KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by D. Rich Dirks; 25.2% by Eugene H. Kel 12.4% each by John C. Kelly and Eugene F. Kelly, latter three identified with ownership of *Sioux City Tribune*.

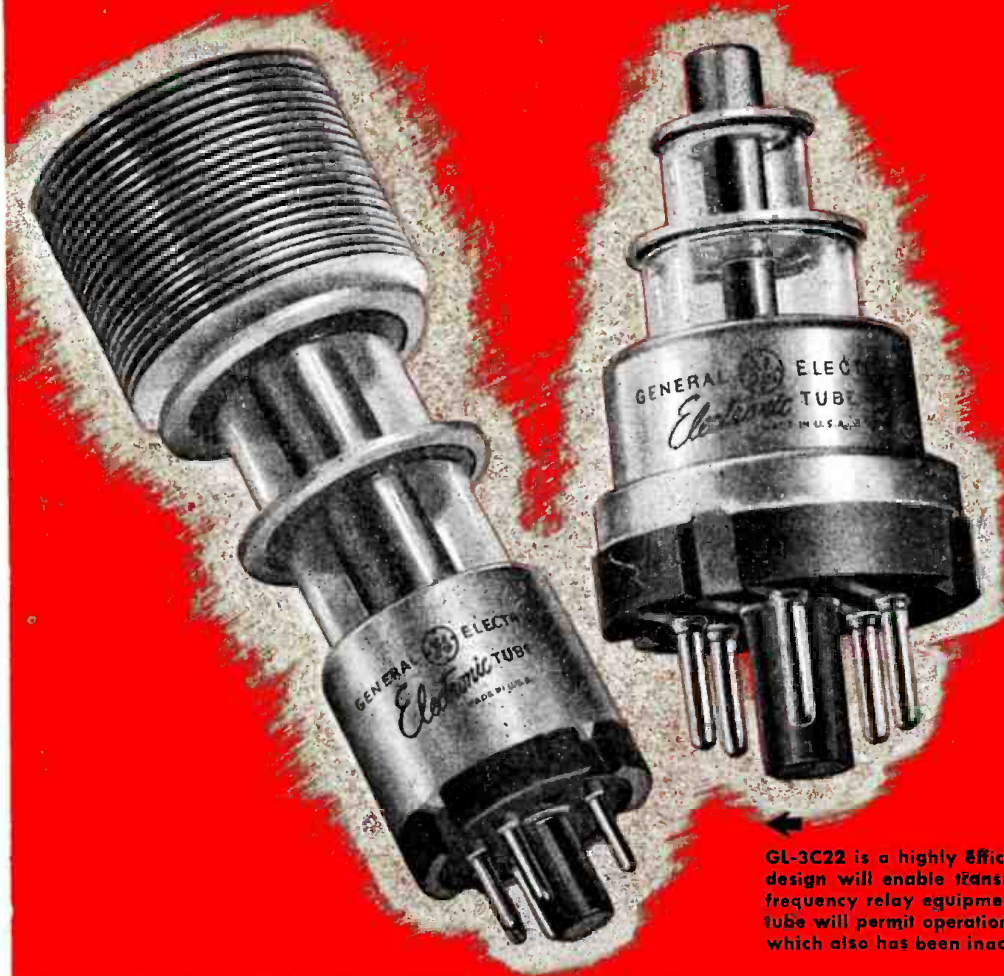
KANSAS

- KGGF, Coffeyville—Licensed to Hugh Powell, senior partner in firm of J. Powell & Co., publisher of *Coffeyville Daily Journal*.
- KGNO, Dodge City—Licensed to Dot City Broadcasting Co. Inc.; 94% stock owned by J. C. Denious, publisher of *Dodge City Daily Globe and Nation (Kan.) Telegram*.
- KCKN, Kansas City—Licensed to J KCKN Broadcasting Co., controlled Capper Publications Inc., publisher *Kansas City Kansas and Topeka Daily Capital*.
- KSAL, Salina—Licensed to KSAL Inc. controlled by R. J. Laubengayer, publisher of *Salina Journal*, who also has interests in the *Hays Daily News, Grand Daily News* and *Hill City Tribune (weekly)*, all in Kansas.
- WIBW, Topeka—Licensed to Top Broadcasting Assn. Inc., controlled Capper Publications, Inc., publisher *Topeka Daily Capital* (see KCKN, Kansas City).
- KFH, Wichita—Licensed to Radio Stat KFH Co.; 51% of stock owned by Victoria Murdock Estate, publisher of *Wichita Eagle*; 28% of stock owned Mr. & Mrs. John Rigby, Beverly Hills, Cal.; 24% by Mrs. Anna Scott Gr Piedmont, Cal.

(Continued on page 64)

THE NEW G-E LIGHTHOUSE TUBES

Designed for use in the ultra-high-frequency spectrum



← GL-2C40

GL-2C40 is a triode, designed for use as a radio-frequency amplifier. This type of tube makes it practical for engineers to utilize the ultra-high-frequency channels heretofore not attainable. Shown twice actual size.

GL-3C22

GL-3C22 is a highly efficient transmission triode. Tubes of this design will enable transmitter engineers to design ultra-high-frequency relay equipment for FM and Television. This type of tube will permit operation in the very-high-frequency spectrum, which also has been inaccessible. Shown actual size.

THE new G-E lighthouse tube is one of the major developments in electronic tube history. It is the key to the expanding fields of FM broadcasting, television, two-way radio communication, marine and aviation radio communication, and new industrial applications. Outstanding performance of these tubes is made possible by its disk-seal and parallel plane electrode design which shortens internal lead length and lowers lead inductance.

G.E. has available a complete line of electronic tubes for every application. For transmitting service they include a wide choice—from small air-cooled glass types to the air-radiator and giant water-cooled types.

For receiving applications they include a complete line of metal and glass types.

For full information on receiving tubes, transmitting tubes, or industrial tubes, write to *Electronics Department, General Electric, Schenectady 5, N. Y.*

OTHER ELECTRONIC-TUBE "FIRSTS" CONTRIBUTED BY GENERAL ELECTRIC

- Steel-clad ignitrons
- Thyratrons
- Metal receiving tubes
- Phototubes
- Thoriated-tungsten filaments
- High-power, water-cooled transmitting tubes
- Hot-cathode, mercury-vapor rectifiers
- Screen-grid tubes

There is a G-E electronic tube for every purpose!

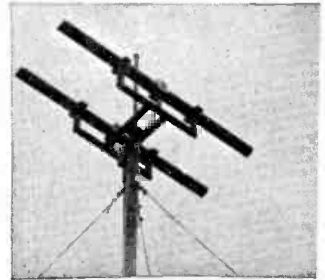
GENERAL  ELECTRIC

161-D1

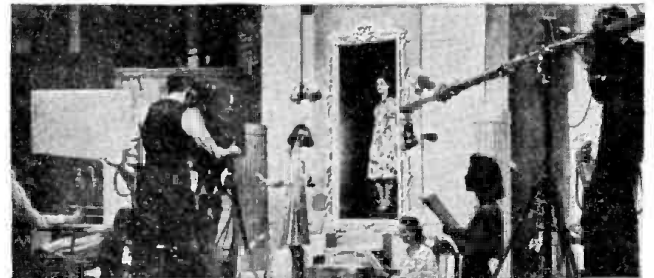
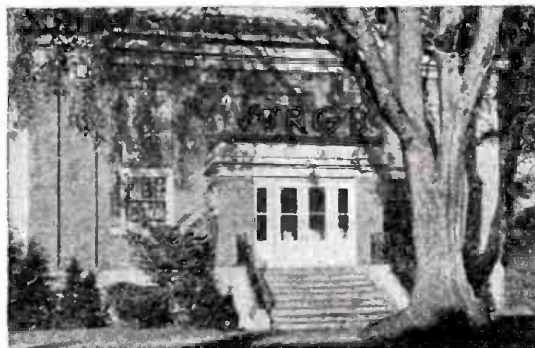
Come to the world's

for FM—Television—AM

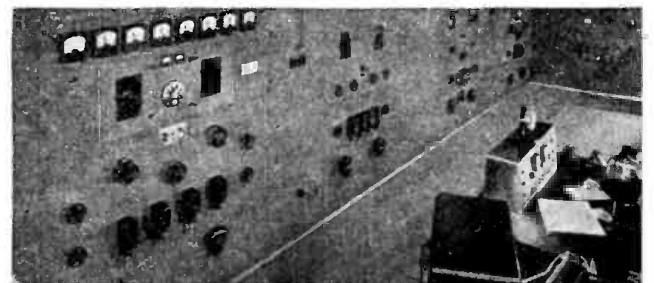
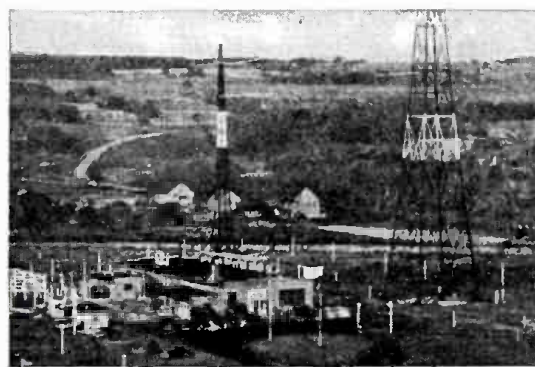
The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-



WGFM



WRGB



WGEO and WGEA

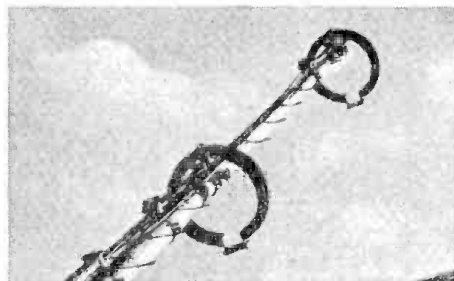
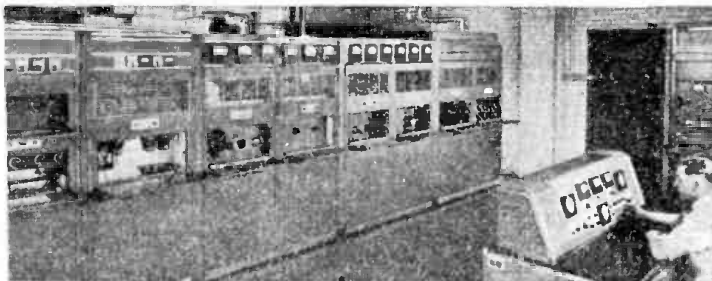
• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.

**STATION AND STUDIO EQUIPMENT
TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS**

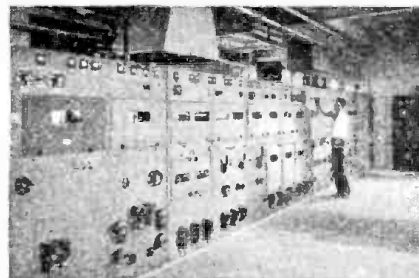
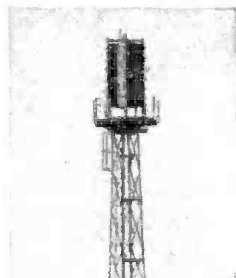
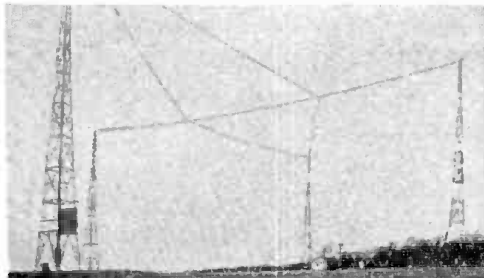
largest proving ground

See G.E. for all three!

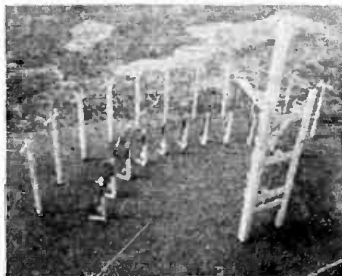
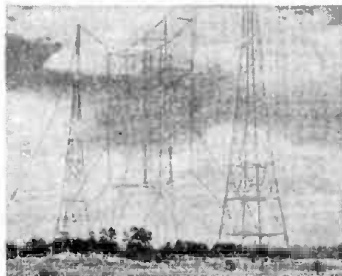
tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. . . . Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.*



The first FM station licensed! (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—without wires—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E S-T transmitter. (3) G-E high-gain S-T relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.



Most powerful and best equipped television station in the world! (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G.E.'s pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.



Two of the most powerful international shortwave broadcast stations! (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.



★ Write for any of this informative printed material: Book, "Radio Broadcasting Post-war"; book, "Television Broadcasting Post-war"; pamphlets on FM systems and equipment . . . as well as the "G-E Equipment Reservation Plan" which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address Electronics Department, General Electric, Schenectady, New York.

GENERAL  ELECTRIC

180-C10-6912-6714

KENTUCKY

WHAS, Louisville—Licensed to Courier-Journal & Louisville Times Co.
WOMI, Owensboro—Licensed to Owensboro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of Owensboro Messenger and Inquirer.

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as Baton Rouge Advocate and Baton Rouge State Times; Charles P. Manship, president.
KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 25% of stock owned by G. H. Thomas, Lafayette; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the Lafayette Daily Advertiser, Morgan Publishing Co., president of newspaper corporation, also owns controlling interest in Superior-Telegram, Chippewa Falls Herald, Manitowac Times and Two Rivers Reporter, all in Wisconsin. Remaining 25% owned by Louis M. Sepaugh, who has interest in KPLC, Lake Charles, La. and KRRV, Sherman, Tex.

MAINE

WCOU, Lewiston—Licensed to Twin City Broadcasting Co. Inc. Stockholders are: Faust Couture, pres. & treas.; Valdor Couture, sec. Ownership identified with Le Messenger, French language daily.
WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc. (Gus P. Gannett), publisher of Portland Press Herald and Portland Express; Augusta Kennsbec Journal and Waterville Sentinel.

MARYLAND

WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with Baltimore News-Post and American (see WINS New York).

MASSACHUSETTS

WCOP, Boston—Licensed to Cowles Broadcasting Co., subsidiary of Des Moines Register-Tribune Syndicate (see KRNT, Des Moines).
WSAR, Fall River—Licensed to Fall River Broadcasting Co., affiliated with Fall River Herald News Publishing Co.
WHYN, Holyoke—All stock of station owned by owners of Holyoke Transcript-Telegram and Daily Hampshire Gazette, Northampton (Mass.).
WNEH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times.
WOCB, West Yarmouth—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times.
WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., Publisher of Worcester Telegram & The Evening Gazette.

MICHIGAN

WELL, Battle Creek—Licensed to Federated Publications Inc., publishers of Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal.
WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 40% of stock owned by John W. Rice, publisher of Houghton Daily Mining Gazette.
WJLB, Detroit—Licensed to John Lord Booth Broadcasting Inc., stockholder in Booth Newspapers Inc., of Michigan. (Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.) Mr. Booth is not active in operation of the newspapers.
WVJ, Detroit—Licensed to Evening News Association, publisher of Detroit News.
WDBC, Escanaba—Licensed to Delta Broadcasting Co.; Ownership affiliated with Marquette Mining Journal, also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; majority owned by Daily Mining Journal Co. Ltd., publisher of Marquette Mining Journal.

WSOO, Sault Ste. Marie—Licensed to Hiawathaland Broadcasting Co.; 88% of stock owned by George A. Osborn, publisher of Sault Ste. Marie News.

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea-Austin Broadcasting Corp.; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of Northwestern Jeweler.
WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of Superior Telegram; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the Manitowac (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Lafayette (La.) Advertiser.
WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.
WTGN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the St. Paul Dispatch and St. Paul Pioneer Press; 50% of stock owned by Minnesota Tribune Co. The St. Paul newspapers are published by the Ridder Brothers, also publishers of the New York Herald & Staats-Zeitung (German), Duluth Herald and News-Tribune, Aberdeen (S. D.) American and News and Grand Forks (N. D.) Herald, who also have minority interest in the Seattle Times.

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of St. Cloud Daily Times.
WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.
KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Welckling, editor, and M. H. White, business manager of Winona Republican-Herald.

MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of Clark County Tribune, Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc. Affiliated with Vicksburg Morning Herald and Vicksburg Evening Post.

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; controlling stock owned by St. Louis Star-Times Publishing Co., publisher of St. Louis Star-Times (see also XKOK, St. Louis).
KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of Hannibal Courier-Post; same ownership as Keokauas (Ill.) Star-Courier (Lee Syndicate).
KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of Jefferson City Capital-News and Jefferson City Post-Tribune.
WMBH, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of Joplin Globe and Joplin News-Herald owns 5/7 of stock; 2/7 of stock owned by D. J. Poyner, manager of WMBH and president of the corporation.
WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of The Kansas City Star.
KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; ownership affiliated with Poplar Bluff American Republic.
KGBX, Springfield—Licensed to Springfield Broadcasting Co.; Ownership identified with Springfield Newspapers Inc.
KFEQ, St. Joseph—Licensed to KFEQ Inc. 42.8% of stock owned by the News Corp., publisher of the St. Joseph News-Press and St. Joseph Gazette.
KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.
KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of St. Louis Star-Times (see also KFRU, Columbia, Mo.).

MONTANA

KRJJ, Miles City—Licensed to Star Printing Co., publishers of the Miles City Star.

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by Hastings Daily Tribune.
KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sides Co., Lincoln; 25% of stock owned by Lincoln Nebraska State Journal; 24% of stock owned by Lincoln Star.
WJAG, Norfolk—Licensed to the Norfolk Daily News.
KOWH, Omaha—Licensed to World Publishing Co., publisher of Omaha World-Herald.

NEVADA

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as Sacramento Bee, Fresno Bee, Modesto Bee, all in California (McClatchy Newspapers).

NEW HAMPSHIRE

WFEA, Manchester—Licensed to New Hampshire Broadcasting Co. Harry M. Bitner, publisher of Pittsburgh Sun-Telegraph, chief owner.

WMUR, Manchester—Licensed to The Radio Voice of New Hampshire Inc., 5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the Citizen.

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of Atlantic City Press and Union.
WHOM, Jersey City—Licensed to Cowles Broadcasting Co., subsidiary of Des Moines Register-Tribune Co. (see KRNT, Des Moines).

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Peppard, president, Albuquerque Publishing Co., publisher of Albuquerque Journal; Mr. Peppard is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.
KAVE, Carlsbad—Licensed to Carlsbad Broadcasting Corp., Val Lawrence, president, owns 52.8% of common stock and is vice-president of El Paso (Tex.) Times.

NEW YORK

WARY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the Knickerbocker News (Gannett Newspaper; see WENY, Elmira, N. Y.).
WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of Albany Knickerbocker News (Gannett Newspaper; see WENY, Elmira, N. Y.).
WMBO, Auburn—Licensed to WMBO Inc. 100% of stock owned by Auburn Publishing Co., publisher of Auburn Citizen-Advertiser.
WLIB, Brooklyn—Licensed to WLIB Inc. Owned by Dorothy S. Thacker, publisher of the New York Post.
WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as Buffalo Evening News.
WEBR, Buffalo—Licensed to WEBR Inc. 75% of stock owned by Buffalo Courier-Express.
WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of Elmira Star-Gazette, Elmira Advertiser and The Sunday Telegram, affiliated with Frank E. Gannett Newspapers: Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer and Binghamton Press all in New York State; Hartford (Conn.) Times, Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial-News.
WGNV, Newburgh—Licensed to WGNV Broadcasting Co. Inc. Stockholders are publishers of Poughkeepsie (N. Y.) New Yorker; Iowa City (Ia.) Press-Citizen; Chillicothe (O.) Ohioan; Fort Collins (Colo.) Express-Courier; Cheyenne Wyoming State Tribune and Wyoming Gazette; Salinas (Cal.) Californian; Reno Gazette; Nevada State Journal and Wyoming Stockman-Farmer. (See also KDON Monterey, Cal. and KFBC Cheyenne, Wyo.).
WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the Jewish Daily Forward; the newspaper company itself has no interest or control.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with New York Journal-American, New York Mirror, Albany Times-Union, Boston Record and American and Sunday Advertiser, Baltimore News-Post and Sunday American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee News-Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Oakland Post-Enquirer, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.

WOV, New York City—Licensed to Wodaam Corp., one of stockholders (Richard E. O'Dea) is director and stockholder of the Paterson Morning Call.

WQXR, New York City—Licensed to the New York Times Co.
WHLN, Niagara Falls—Licensed to Niagara Falls Gazette Publishing Co., publishers of Niagara Falls Gazette.

WHDL, Olean—Licensed to WHDL Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of Olean Times-Herald (newspaper part-owned by Gannett Newspapers).

WKIP, Poughkeepsie—Licensed to Poughkeepsie Newspapers Inc.

WHEC, Rochester—Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of Rochester Democrat & Chronicle and Rochester Times-Union. (Gannett Newspapers; see WENY, Elmira, N. Y.)

WVNY, Watertown—Licensed to The Brockway Co., owned and operated by the Watertown Times.

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publishers of Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York.

NORTH CAROLINA

WUNC, Asheville—Licensed to Asheville Citizen-Times Co. Inc., publisher of Asheville Citizen and Times.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of Durham Morning Herald and Sun.

WGBR, Goldsboro—80 of 180 shares of stock owned by Talbot Patrick, publisher of the Goldsboro News-Argo and director of the Concord Tribune. 7 shares owned by P. M. Patrick, secretary and director of the Goldsboro News-Argo.

WHKY, Hickory—Licensed to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of Hickory Daily Record.

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; Ownership affiliated with Salisbury Post.

WVSS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of Fargo Forum; 38.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

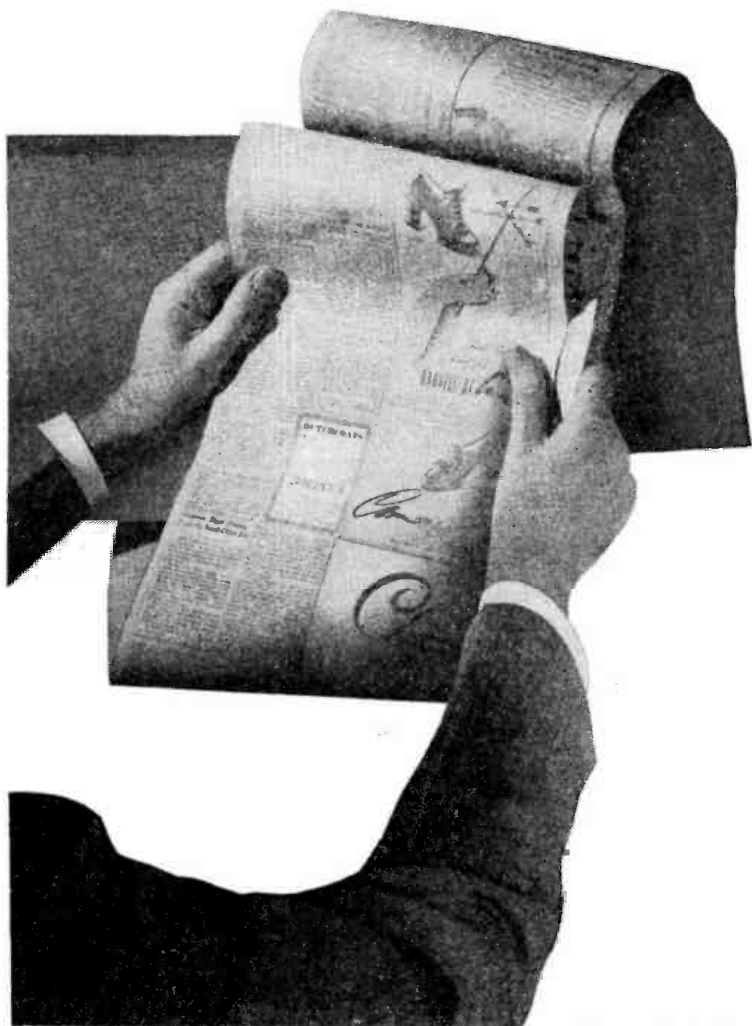
OHIO

WHKK, Akron—Licensed to United Broadcasting Co.; controlling interest owned by Forest City Publishing Co., publisher of Cleveland Plain Dealer and chief owner of Cleveland News.
WICA, Ashabuta—Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the Ashabuta Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio papers.
WHBC, Canton—Licensed to Ohio broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times and Salem News, all in Ohio; Salisbury (Md.) Times.

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of Cincinnati Post, New York World-Telegram, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar, Memphis Commercial Appeal, Birmingham Post, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville (Ind.) Press.
WKRC, Cincinnati—Licensed to Cincinnati Times-Star Co.

"FM, Television AND FACSIMILE will grow to GIANTS after the War"

...JAMES LAWRENCE FLY



Facsimile broadcasting delivers to homes a printed and illustrated program which may be read instantly and kept for permanent enjoyment and lasting benefit. With FM and Facsimile, broadcasters can—by "multiplexing"—transmit printed-and-illustrated radio programs simultaneously with audio, over their FM channel.

The commercial possibilities of Facsimile are virtually untapped and the pioneering work of Finch in Facsimile broadcasting, which has resulted in over 80 issued U. S. Patents, is available to those who at this time may be planning combined FM, Television and Facsimile operations.

Finch Telecommunications, Inc.
Passaic, N. J.



Automatically synchronizing

finch facsimile

(Continued from page 64)

WSAL, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Field Enterprises Inc., which is controlled by Marshall Field, proprietor of the *Chicago Sun and PM*.

WHK, Cleveland—Licensed to United Broadcasting Co. (See WHKK, Akron).

WBNS, Columbus—Licensed to WBNS Inc. Ownership identified with *Ohio State Journal, Columbus Dispatch*.

WHKC, Columbus—Licensed to United Broadcasting Co. (See WHKK, Akron).

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield (O.) News, Springfield (O.) Sun, Miami Daily News and Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp., controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster (O.) Eagle-Gazette* (see also WIZE, Springfield).

WPAY, Portsmouth—Licensed to The Seico Broadcasting Co.; 100% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times*.

WIZE, Springfield—Licensed to Voice of Springfield Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster (O.) Eagle-Gazette*.

WFMJ, Youngstown—Licensed to WFMJ Broadcasting Co., controlled by William F. Maag Jr., publisher of *Youngstown Vindicator*.

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp. W. P. Williamson Jr. owns 59.2% of stock; Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*, owns balance. (See WHKK).

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News and Enid Eagle*.

KEIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix and Muskogee Times-Democrat*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times and The Farmer Stockman*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. (Topeka, Kans.) owner and publisher of *Shawnee (Okla.) News-Star; Grand Island (Neb.) Independent; Arkansas City (Kan.) Traveler; Marvilles (Mo.) Forum; Pittsburgh (Kan.) Headlight & Sun; Nevada (Mo.) Daily Mail; and Topeka (Kan.) State Journal*.

KOME, Tulsa—Licensed to Oil Capital Sales Corp. Dexter Moss, president, Dexter Publishing Co., 20% stockholder.

OREGON

KWIL, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson and R. R. Cronise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; Ownership affiliated with *Astoria Astorian-Budget and Pendleton East Oregonian*.

KBND, Bend—Licensed to Bend Bulletin.

KUIN, Grants Pass—Licensed to Southern Oregon Bcastg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier*; 50% by Redwood Bcastg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KOOS, Marshfield—Licensed to KOOS Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay Times, Marshfield*. (See KROW Oakland, Cal.)

KALE, Portland—Licensed to KALE Inc.; stock owned by *Portland Oregon Journal* 100%.

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review and Klamath Falls (Ore.) Herald-News*; same interests also own 20% interest in *Medford (Ore.) Mail-Tribune*.

PENNSYLVANIA

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by stockholders of Allentown Call Publishing Co., publisher of *The Morning Call* and owner of *The Evening Chronicle*.

WCED, DuBois—Licensed to Tri-County Broadcasting Co.; same ownership as *DuBois Courier-Express*.

WEST, Easton—Licensed to Associated Broadcasters Co. (Mason Dixon Group). Operated independently. Mason Dixon Group owned by J. Hale & John F. Steinman, owners of *Lancaster Newspapers Inc.*

WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by The Telegraph Press, publisher of *Harrisburg Telegraph*.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. (Mason Dixon Group). See WEST Easton).

WAZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc. (Mason Dixon Group). See WEST Easton).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune and Democrat*.

WGAL, Lancaster—Licensed to WGAL Inc. (Mason Dixon Group). See WEST Easton).

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 33-1/3% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WPEN, Philadelphia—Licensed to the Bulletin Co., publisher of the *Philadelphia Bulletin*.

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph*. (See WINS, New York).

WWSW, Pittsburgh—Licensed to WWSW Inc. Controlled by P-G Publishing Co., publishers of the *Pittsburgh Post-Gazette*.

WQAN, Scranton—Licensed to the Scranton Times. (Operates non-commercially)

WPIC, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co.

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; Majority ownership identified with *Sunbury Item*.

WRAC, Williamsport—Licensed to WRAC Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 33 1/3% owned by R. T. Steele Estate.

WORK, York—Licensed to York Broadcasting Co. (Mason Dixon Group). See WEST Easton).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Daily Mail*.

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier and Charleston Post*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News and Greenville Piedmont*.

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co. Identified with Cowles Broadcasting Co. (See KRNT, Des Moines).

TENNESSEE

WOPI, Bristol—Licensed to Radiophone Broadcasting Station WOPI Inc.; 60% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier and News Bulletin*, 60% owned by W. A. Wilson.

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WKPT, Kingsport—Licensed to Kingsport Broadcasting Co., Inc. C. P. Edwards Jr., president of Kingsport Publishing Co. owns minority stock in WKPT.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper. (See WCPO, Cincinnati).

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter-News*, Director in *Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas.

KGNC, Amarillo—Licensed to Plains Broadcasting Co. Howe-Snowden Group. 80% of stock owned by *Globe News Publishing Co. Inc.*, publisher of *Amarillo Globe and News*; 18% owned by *Globe News* employes pool; 1% by Wesley Izard; 10% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal and Atchison (Kan.) Globe*.

KNOW, Austin—Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American and Statesman*, half owner and publisher of *Waco News-Tribune and Times-Herald*, one-third owner of *Wichita Falls Record-News and Times*, half owner of *Texarkana Gazette and News*.

KFDM, Beaumont—Licensed to Beaumont Broadcasting Corp.; 25% owned by the *Beaumont Enterprise and Journal*.

KRIC, Beaumont—Licensed to KRIC Inc.; Owned by *Beaumont Enterprise and Journal*.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co. Identified with *Big Spring Herald*. (See KRBC, Abilene).

KBWD, Brownwood—Licensed to Brown County Broadcasting Co.; 25% of stock owned by C. C. Woodson, owner and publisher of the *Brownwood Bulletin*.

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co. Ownership identified with *Corpus Christi Caller-Times* and Tilford Jones, Houston.

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of *Times-Herald Printing Co.*, publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *The Dallas Morning News*.

KROD, El Paso—Licensed to D. D. Roderrick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amos Carter and associates, publisher of *Fort Worth Star-Telegram*, and 50% by A. H. Belo Corp., publisher of *Dallas Morning News*.

WRAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Corp., publisher of *Houston Post*; 97% of stock owned by Houston Post Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Howe-Snowden Group. (See KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana (Cal.) Register, Clovis (N. M.) News-Journal*, and *Bucyrus (O.) Telegraph-Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; affiliated with *Paris News*. (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*, weekly. (See also KAVE, Carlsbad, N. M.)

KGKL, San Angelo—Licensed to KGKL Inc.; Ownership affiliated with *San Angelo Standard-Times*. (see KRBC, Abilene).

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; Ownership identified with *Sherman Democrat*.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath and Mittle A. McBeath, publishers of the *Sweetwater Reporter*; and Wendell Mayes, Brownwood, and Russell Bennit, co-publishers of *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co. Ownership same as Bell Publishing Co., publishers of *Temple Daily Telegram*.

KCMC, Texarkana—See Arkansas.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nicholas, publisher of the *Vernon Daily Record* is one-third partner.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV Inc. Howe-Snowden Group (See KGNC, Amarillo).

UTAH

KSUB, Cedar City—Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by Kearns Corp., publisher of the *Salt Lake Tribune*; 60.27% held by the Church of Jesus Christ of Latterday Saints; remainder of stock variously held.

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah. 19.55% of stock owned by Kearns Corp., publisher of the *Salt Lake Tribune*, John F. Fitzpatrick, publisher; 60.27% held by the Church of Jesus Christ of Latterday Saints, remainder of stock variously owned.

VIRGINIA

WMVA, Martinsville—Licensed to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*.

WGH, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 66% of stock owned by Daily Press Inc., publisher of *Newport News Daily* and *Times-Herald*; 34% by Edward E. Bishop.

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot*.

WRNL, Richmond—Licensed to Richmond Radio Corp.; owned by Richmond Newspapers Inc., operating *Richmond News-Leader* and *Richmond Times Dispatch*.

WBJJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times and Roanoke World-News*.

WLSL, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by J. P. Fishburn, publisher of *Roanoke Times and World-News*.

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Marshall (Ore.) Coos Bay Times*, owner of *KOOS, Marshfield*, and 65% owner of *KROW, San Francisco*.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph and Bluefield Sun-Set News*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser and Huntington Herald-Dispatch*; 48% owned by Capt. John A. Kennedy, USNR.

WLOG, Logan—Licensed to Clarence H. Frey, publisher of *Logan Banner*, and Robert O. Greever, Merrill Coal Mines Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp. Stockholders own stock in *West Virginia Newspaper Publishing Co.*, publishers of *Morgantown Post and Dominion News; New Martinsville Wetzel Republican*.

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/8% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram and Eau Claire Leader*; 40% owned by Elizabeth Murphy, wife of publisher of *Superior (Wis.) Telegram*; 18 2/3% owned by Walter C. Bridges, manager of *WEBC, Duluth, Minn.*; 14 1/8% owned by Morgan Murphy, publisher of *Superior Telegram*.

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

WIBA, Madison—Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times*; other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal, Madison* (Lee Syndicate).

WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel*. (See WINS, New York).

(Continued on page 381)



HE WATCHED THE SEA...

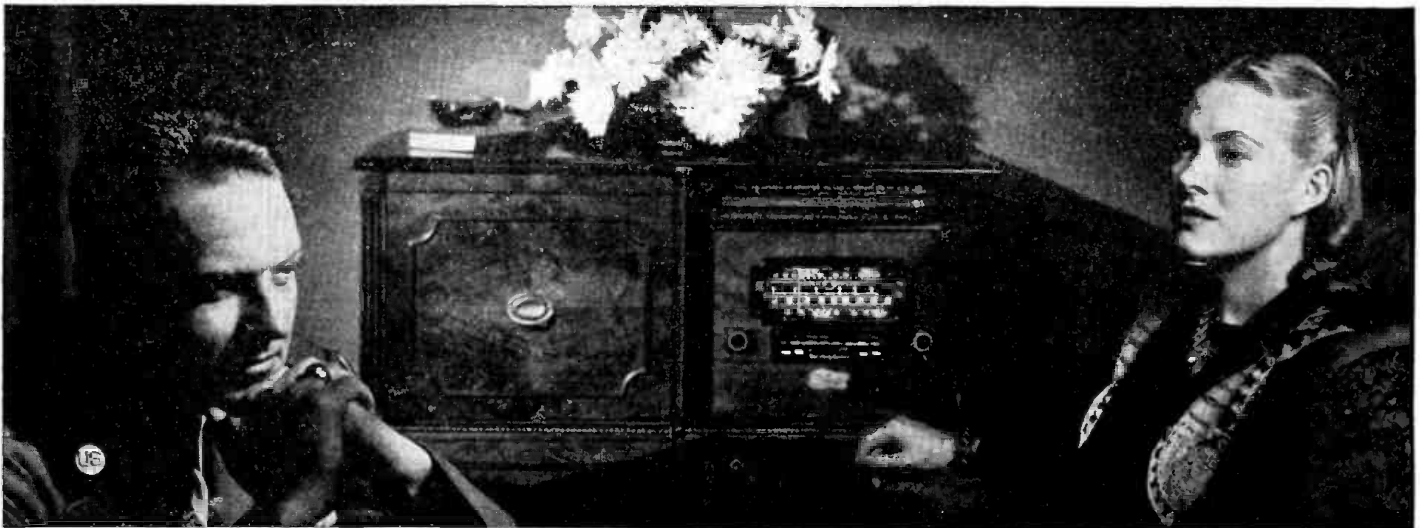
SHE THOUGHT OF A QUIET PLACE IN THE PINES

What moved them as they listened was a song they had danced to the weekend they first met. A song that rooted deep in their memories . . . just as some song, some symphony, some little tune has become part of your life.

Even when you share that music with someone who feels as you do . . . what you think about, what you see, what you dream is yours alone.

Because so much of the pleasure you share and so much of your inner satisfaction depend on how well the music you like is played . . . you will want FM more than you have ever wanted any kind of radio.

As Stromberg-Carlson will bring FM to you, you will hear the full range of musical tone for the first time. Virtually without interference or static! Reproduced flawlessly as only Stromberg-Carlson has learned in 50 years to reproduce music!



IMPORTANT: 200 broadcasters have applied for license for FM radio stations. Within 18 months after war's end, this new, clearer, better kind of radio will be available to 100,000,000 Americans. Stromberg-Carlson will offer FM receivers over a broad range of prices.

*For the main radio in your home...there
is nothing finer than a*

STROMBERG-CARLSON

OWNERS AND OPERATORS OF: WHAM, 50,000 WATTS, CLEARED CHANNEL; WHFM, FREQUENCY MODULATION STATION; TELEVISION BROADCASTING LICENSE APPLIED FOR; ROCHESTER, N. Y. © 1945, STROMBERG-CARLSON COMPANY, ROCHESTER, N. Y.

(Continued from page 48)
 December 1943 are shown in List 3 and 4.

LIST 3
 December 1944 Weekly Daytime Ratings

| | |
|---------------------------|-----|
| 1. When a Girl Marries | 8.4 |
| 2. Aunt Jenny | 7.8 |
| 3. Life Can Be Beautiful | 7.8 |
| 4. Ma Perkins (CBS) | 7.8 |
| 5. Romance of Helen Trent | 7.7 |
| 6. Kate Smith Speaks | 7.7 |
| 7. Big Sister | 7.6 |
| 8. Portia Faces Life | 7.5 |
| 9. Stella Dallas | 7.4 |
| 10. Young Widder Brown | 7.3 |
| 11. Right To Happiness | 7.1 |

| | |
|-----------------------------------|-----|
| 12. Backstage Wife | 6.8 |
| 13. Breakfast at Sardi's (Kelloz) | 6.7 |
| 14. Just Plain Bill | 6.6 |
| 15. Pepper Young's Family | 6.5 |

LIST 4
 December 1943 Weekly Daytime Ratings

| | |
|--------------------------|-----|
| 1.5 Stella Dallas | 8.3 |
| 1.5 Portia Faces Life | 8.3 |
| 3.5 Ma Perkins (CBS) | 8.2 |
| 3.5 When A Girl Marries | 8.2 |
| 5. Young Widder Brown | 8.1 |
| 6. Big Sister | 7.9 |
| 7. Pepper Young's Family | 7.8 |
| 8. Our Gal Sunday | 7.4 |
| 9.5 Right to Happiness | 7.3 |

| | |
|-----------------------------|-----|
| 9.5 Kate Smith Speaks | 7.3 |
| 11. Back Stage Wife | 7.1 |
| 12. Ma Perkins (NBC) | 7.1 |
| 13.5 Romance of Helen Trent | 7.0 |
| 13.5 Breakfast at Sardi's | 7.0 |
| 15.5 Lorenzo Jones | 6.5 |
| 15.5 Life Can Be Beautiful | 6.5 |

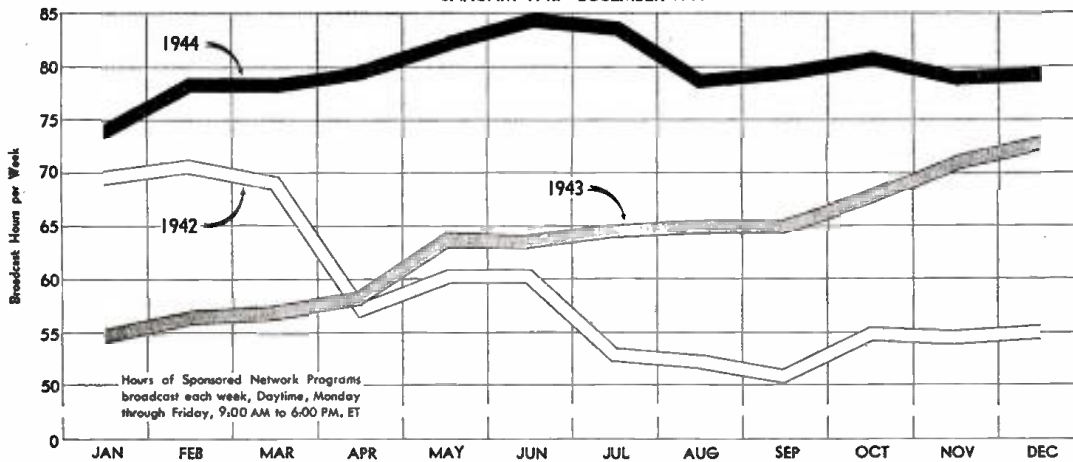
Comparison of the list for the two years shows that the range of ratings for the top fifteen daytime programs approximately are the same in each. Thirteen of the programs on the 1944 list were also on the 1943 list. Just Plain Bill and Aunt Jenny appear in List 3 but not in List 4.

CHART VI

Hooper National Trends

BROADCAST HOURS INDEX - DAYTIME

JANUARY 1942 - DECEMBER 1944



Every important Advertising Agency in the Land gets at least one copy* of

**BROADCASTING
 MAGAZINE**

* Many get 5 or more.

In Buffalo it's
BUFFALO Courier-Express STATION
WEBR
MUTUAL NETWORK
 for
FULL COVERAGE
 at
LOWEST COST
 Nationally Represented by WEED & CO.

W D S U
NEW ORLEANS
 1280 KC.
BLUE NETWORK



5000 WATTS
ENGINEERED FOR
20,000 WATT SERVICE
FOR SOUTH LOUISIANA AND GULFCOAST
REPRESENTED BY BLAIR & COMPANY

Directory of BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)
 INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.
 Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|-------------------------------|-------------------------|---------------------|--|------------|--|---|--|
| ANNISTON 5..... | WHMA | 1450 | 250 | Harry M. Ayers 14th & Noble Sts. 2380 | Blue | Harry M. Ayers J. W. Buttram J. W. Buttram | Ruby S. Meigs Ruby S. Meigs James Hudson | Sears & Ayer UP |
| BESSEMER..... | WJLD | 1400 | 250 | George Johnston Gary Hotel 2300 | KBS | George Johnston Bill Terry Eugene F. Weil | Hal Falter Miriam Bunkin George H. Harrison, Jr. | World AP |
| BIRMINGHAM 3.... | WAPI | 1070 | 5,000 | Voice of Alabama Inc. Protective Life Bldg. 3-8116 | CBS | Ed Norton Thad Holt Thad Holt Thad Holt | Jimmie Willson Mary Bennett Norman S. Hurley | Radio Sales World UP |
| BIRMINGHAM 1.... | WBRC | 960 | 5,000 | Birmingham Bcastg. Co. Inc. WBRC Bldg. 4-7741 | NBC | J. C. Bell | Herbert C. Grieb G. P. Hamann | Raymer Standard INS |
| BIRMINGHAM 1.... | WSGN | 610 | 5,000-LS 1,000-N | The Birmingham News Co. Dixie Carlton Hotel 4-3434 | Blue | The Birmingham News Co. Henry P. Johnston Henry P. Johnston | Jack McCormack Cornelia Robinson Flay McPherson Gordon F. Bishop | Headley-Reed Thesaurus AP |
| DECATUR..... | WMSL | 1400 | 250 | Tennessee Valley Bcastg. Co. 511 Bank St. 802 | MBS KBS | Melvin Hutson Milton R. Muller Samuel Gompers | Samuel C. Phillips Gartin G. Sandlin | Headley-Reed World Standard UP |
| DOTHAN..... | WAGF | 1400 | 250 | Dothan Broadcasting Co. 204½ E. Main St. 1430 | | Partnership Julian C. Smith Fred C. Moseley | Carl E. Snellgrove John T. Hubbard | Headley-Reed Standard AP |
| GADSDEN..... | WJBY | 1240 | 250 | Gadsden Broadcasting Co. Inc. 108 Broad St. 88 | MBS | B. H. Hopsop Beatrice Tate Benton Sam Benton | Beatrice Tate Benton W. F. Pigg | Sears & Ayer TP |
| HUNTSVILLE..... | WBHP | 1230 | 250 | Wilton Harvey Pollard 818 W. Clinton St. 313 | MBS KBS | W. H. Pollard W. H. Pollard W. H. Pollard | Margaret Speake John Garrison | UP |
| MOBILE 9..... | WALA | 1410 | 5,000 | Pape Broadcasting Co. 106 St. Joseph St. 3-3787 | NBC | W. O. Pape H. K. Martin Al Treadway | Charles Saunders C. L. Smallwood Roger Killough | Headley-Reed Standard AP |
| MOBILE 2..... | WMOB | 1230 | 250 | S. B. Quigley 600 St. Louis St. 2-4566 | Blue, MBS | S. B. Quigley S. B. Quigley F. E. Busby | Clara Malone Bea Quigley T. L. Greenwood | Thesaurus UP |
| MONTGOMERY 1... | WCOV | 1240 | 250 | G. W. Covington, Jr. Box 1029 5781 | CBS | G. W. Covington, Jr. John C. Hughes R. B. Raney | Weston Britt E. J. Duke W. D. Weatherly | Wilson Standard INS |
| MONTGOMERY 2... | WSFA | 1440 | 1,000-LS 500-N | Montgomery Bcastg. Co. Inc. Jefferson Davis Hotel 8361 | NBC | Howard E. Pill Howard E. Pill Howard E. Pill | E. Caldwell Stewart John B. DeMotte C. I. Shelkowsky | Headley-Reed Thesaurus AP |
| MUSCLE SHOALS... | WLAY | 1450 | 250 | Muscle Shoals Broadcasting Corp. E. Second St., Sheffield Sheffield 1450 | MBS KBS | F. M. Farris, Jr. E. J. Sperry E. J. Sperry | Josephine Sperry Lucille Johnston H. G. Oberschelp | Sears & Ayer Standard MacGregor UP |
| OPELIKA..... | WJHO | 1400 | 250-LS 100-N | Opelika Auburn Broadcasting Co. 1400 Auburn Road 856 | MBS KBS | Opelika Auburn Bcastg. Co. Francis Marion Hyatt Francis Theodore Ownby | Anne Davis James T. Ownby Francis Marion Hyatt | Thesaurus UP |
| SELMA..... | WHBB | 1490 | 100 | Selma Broadcasting Co. Inc. 209 Washington St. 1238 | MBS | Bascom H. Hopsop Julien Smith, Jr. Julien Smith, Jr. | Erin Reynolds Erin Reynolds T. F. Kelly, Jr. | Sears & Ayer |
| SYLACAUGA..... | WFEB (Construction permit) | 1340 | 250 | Alabama Broadcasting Co. | | E. E. Forbes, Sr. Hugh Webb Hugh Webb | | |
| TUSCALOOSA..... | WWRD | 1230 | 250 | James R. Doss Jr. First National Bank Bldg. | KBS | | | World Thesaurus AP |

ARIZONA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------|--------------|-------------------------|----------------|--|----------------|--|---|--|
| GLOBE..... | KWJB | 1240 | 250 | Gila Broadcasting Co. P.O. Drawer 2343 41 | NBC ABC | Louis F. Long Paul Merrill Edward E. Furman | Willard Shoecraft Willard Shoecraft Herbert Hartman | Raymer Standard AP, UP |
| LOWELL..... | KSUN | 1230 | 250 | Copper Electric Co. Inc. Drawer C Lowell Station Bisbee Bisbee 9 | CBS Arizona | Carleton W. Morris Carleton W. Morris Eleanor Cervisi | Niel Arveschog | Blair Associated |
| PHOENIX..... | KOY | 550 | 1,000 | Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144 | CBS Arizona | Burridge D. Butler Albert D. Johnson John L. Hogg | Jack Williams Albert D. Johnson Lewis Sublett | Blair World MacGregor UP, TP |
| PHOENIX..... | KPHO | 1230 | 250 | Phoenix Broadcasting Inc. Adams Hotel Bldg. 4-7367 | Blue | Rex Shepp Charlie Garland Arnold J. Gregory | Libby Quinn Arnold J. Gregory Ross Griffith | Wilson Associated INS |
| PHOENIX..... | KTAR | 620 | 5,000 | KTAR Broadcasting Co. 711 Heard Bldg. 4-4161 | NBC ABC | John J. Louis Richard O. Lewis Richard O. Lewis J. R. Heath | J. Howard Pyle L. D. Bradbury J. H. Haughawout | Raymer Standard Thesaurus AP, INS |

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

ARIZONA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|--|-------------|---|---|--|
| PRESCOTT..... | KYCA | 1490 | 250 | Southwest Broadcasting Co. East Gurley St. 244 | NBC ABC | Radio Station KTAR Harold Ritter Harold Ritter | Roberta M. Pfister Byron McCall Fred Blackburn | Raymer Standard AP |
| SAFFORD..... | KGLU | 1450 | 250 | Gila Broadcasting Co. Sixth Ave. & Relation St. 15 | NBC ABC | L. F. Long Paul Merrill Edward E. Furman | Norman B. Harrington Edward E. Furman Herbert Hartman | Raymer Standard AP, UP |
| TUCSON..... | KTUC | 1400 | 250 | Tucson Broadcasting Co. 900 E. Broadway 1400 | CBS Arizona | Ralph W. Bilby Lee Little Eugene V. Packer | Wayne A. Sanders Clifford Livingston | Blair Associated World MacGregor UP |
| TUCSON..... | KVOA | 1290 | 1,000 | Arizona Broadcasting Co. | NBC ABC | | | Thesaurus AP |
| YUMA..... | KYUM | 1240 | 250 | Yuma Broadcasting Co. First St. & 19th Ave. 88 | NBC ABC | R. N. Campbell Ray C. Smucker Ray C. Smucker | Clark Hayden Lloyd Loers Leavenworth Wheeler | Raymer Thesaurus AP, INS |

ARKANSAS

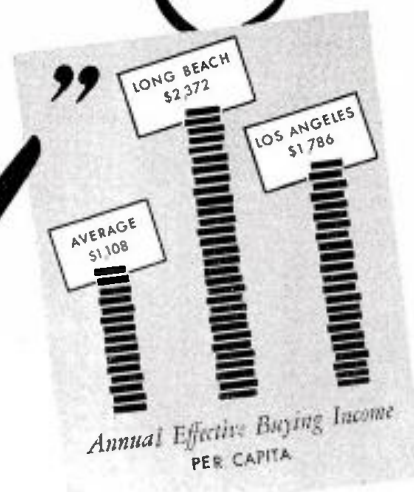
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------------|--|--------------------------|--|---|--|
| BLYTHEVILLE..... | KLCN | 900 | 1,000-D | Harold L. Sudbury Hotel Noble 2093 | | Harold L. Sudbury Harold L. Sudbury Harold L. Sudbury | J. T. Sudbury Ray Van Hooser Robert Conner | Pearson World Thesaurus UP |
| EL DORADO..... | KELD | 1400 | 250 | Radio Enterprises Inc. Exchange Bldg. 1813 | Blue Arkansas | T. H. Barton Leon M. Sipes Leon M. Sipes | Rodney Smith Joseph Duerson A. W. Hearin | Cox & Tanz Standard AP |
| FORT SMITH..... | KFPW | 1400 | 250 | Southwestern Hotel Co. Inc. 1213 Garrison Ave. 4106 | MBS Arkansas | John A. England J. E. Garner Bill Slates | Dorothy Gibson Bill Slates John VanHorn | Thesaurus World AP, UP |
| HELENA..... | KFFA | 1490 | 250 | Helena Broadcasting Co. 215 York St. Main 59 | MBS Arkansas KBS | { J. Q. Floyd J. T. Franklin S. W. Anderson J. Q. Floyd Bob Hall | Bill Tappan Richard Tuck J. C. Warren | Cox & Tanz Lang-Worth |
| HOT SPRINGS..... | KTHS | 1090 | 10,000-LS 1,000-N | Radio Broadcasting, Inc. 135 Benton St. 1160 | Blue Arkansas | John D. Ewing Kenneth K. Kellam Edward C. Appler | Marcell Stewart | Branham Standard Lang-Worth UP |
| HOT SPRINGS..... | KWFC | 1340 | 250 | Clyde E. Wilson 819 1/2 Central Ave. 412 | MBS KBS | Clyde E. Wilson William E. Ware Robert Choate | Melba Cates Wm. E. Ware Earl Butler | Sears & Ayer Griffith Standard MacGregor AP |
| JONESBORO..... | KBTM | 1230 | 250 | Regional Broadcasting Co. KBTM Bldg. 597 | MBS Arkansas KBS | Jay P. Beard Mrs. Jay Beard William H. Cate | John E. Douglas | World AP |
| LITTLE ROCK..... | KARK | 920 | 5,000 | Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224 | NBC Arkansas So. Central | T. H. Barton G. E. Zimmerman Julian F. Haas | Jack W. Rumrill J. M. Dickens Dan L. Winn | Petry Standard AP, INS |
| LITTLE ROCK..... | KGHI | 1230 | 250 | KGHI Broadcasting Service Gazette Bldg. 9166 | Blue | A. L. Chilton S. C. Vinsonhaler R. E. Rives | Frances Monk R. E. Rives V. O. Vandusen | Associated Standard |
| LITTLE ROCK..... | KLRA | 1010 | 10,000-LS 5,000-N | Arkansas Broadcasting Co. Gazette Bldg. 5427 | CBS | J. N. Heikell Roy Judge Roy Judge | Minna Madden Claude Miller K. F. Tracy | Katz World UP |
| PINE BLUFF..... | KOTN | 1490 | 250 | Universal Broadcasting Corp. 505 1/4 Main St. 721 | MBS Arkansas KBS | B. J. Parrish B. J. Parrish R. W. Etter | Lois Sloan R. W. Etter B. J. Parrish | Thesaurus AP |
| SILOAM SPRINGS.. | KUOA | 1290 | 5,000-D | KUOA Inc. Siloam Springs 77 | Arkansas KBS | John E. Brown Storm Whaley Storm Whaley | Kenneth Maxwell | Walker World UP |
| TEXARKANA..... | KCMC | 1230 | 250 | (See Texarkana, Texas) | | | | |

CALIFORNIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|-------------|---|---|--|
| BAKERSFIELD..... | KERN | 1410 | 1,000 | McClatchy Broadcasting Co. Elk's Club Bldg. 8-8491 | | Eleanor McClatchy | Richard M. Clark Luverne Shatto | Raymer World Standard AP, INS |
| BAKERSFIELD..... | KPMC | 1560 | 1,000 | Pioneer Mercantile Co. 20th & Eye Sts. 8-8581 | MBS Don Lee | F. G. R. Schamblin L. A. Schamblin L. A. Schamblin | C. C. Sturm Louise Grimm John W. Kibby | Grant Thesaurus MacGregor Associated UP |

“There’s more **Buying Money**”

in Los Angeles-Long Beach!




★One of the most important measurements of any market is its Purchasing Power. With a fast-growing population now totaling over 1,800,000, Los Angeles has a consumer income of \$3,170,250,000. Or \$1,786 per person annually—*highest of all cities in the nation of over 1,000,000 population!* Each of the 200,000 “Effective Buyers” of Long Beach averages \$2,372

annual income—*highest of all cities of over 100,000 population.** That’s “Buying Money!”

Important consumer industries and farms employ over one million workers in this area. By any yardstick—population, industries, postwar potential, income—Los Angeles-Long Beach is a must on any national schedule.

KGER gives you Both Los Angeles and Long Beach for the price of One

KGER’s new 5,000 watt RCA model 5-E transmitter completely covers this Southern California market area. KGER’s programs are designed to appeal to the working people who are the “Effective Buyers” of Los Angeles-Long Beach. KGER has thoroughly proved its greater resultfulness-per-dollar for scores of advertisers. *All* the facts are yours for the asking.



“THE PEOPLE’S STATION” 5,000 WATTS, DAY AND NIGHT

KGER

OWNED AND OPERATED BY MERWIN DOBYNS

Los Angeles Studios: 643 So. Olive St. • Long Beach Studios: 435 Pine Avenue
REP. NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

*Copyright 1944, Sales Management Survey of Buying Power; further reproduction not licensed.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdeq. or Promotion Mgr. Chief Engineer | Representatives Transac. Library News Service |
|-----------------------------------|---------------------|-------------------------|------------------|--|-------------|---|---|---|
| BERKELEY 2..... | KRE | 1400 | 250 | Central California Broadcasters Inc. 601 Ashby Avenue Ashberry 7715 | | Arthur Westlund Arthur Westlund Don Hamblly | Don Hamblly Phil McKernan | Standard INS |
| CHICO..... | KHSL | 1290 | 1,000 | Golden Empire Bestg. Co. Inc. 836 Broadway 237 | MBS Don Lee | Hugh McClung M. F. Woodling Joseph F. Molk | Thomas Nelson Bobbie Benson E. P. Milburn | Grant Standard UP |
| EL CENTRO..... | KXO | 1230 | 250 | Valradio Inc. 793 Main Street 1100 | MBS Don Lee | Thomas E. Sharp Kenneth H. Thornton Belle Hovey | Mabel Dalton Fred Ryan LeRoy Bellwood | Raymer Standard |
| EUREKA..... | KIEM | 1480 | 1,000 | Redwood Broadcasting Co. Inc. Box 43 93 | MBS Don Lee | Wm. B. Smullin Wm. B. Smullin Betty Lundeen | Paul Corbin Ruth Griswold Alvor Lundeen | Blair World MacGregor UP, INS |
| FRESNO 1..... | KARM | 1430 | 5,000 | KARM, The George Harm Station 1333 Van Ness Ave. 4-2966 | CBS | Hattie Harm Clyde F. Coombs Ned L. Brown | Ralph B. Bunje Eldora Roth R. M. Dorothy | Petry Standard AP, INS |
| FRESNO 1..... | KFRE | 1340 | 250 | J. E. Rodman T. W. Patterson Bldg. 4-5001 | MBS Don Lee | J. E. Rodman Paul R. Bartlett Paul R. Bartlett | Gene Chensault Frances Quinn Sheldon W. Anderson | Blair Associated World UP |
| FRESNO 22..... | KMJ | 580 | 5,000 | McClatchy Broadcasting Co. Bee Bldg. 3-6277 | NBC | Eleanor McClatchy Keith B. Collins Coyie Chambers | A. D. Patterson Jack Griffith Bill Wallace | Raymer Thesaurus MacGregor UP |
| GLENDALE 6..... | KIEV | 870 | 250-D | Cannon System Ltd. 102 N. Glendale Ave. Citrus 11133 | | D. H. Cannon Reed Callister L. W. Peters L. W. Peters | R. W. Muller Lee Gustafson | UP |
| LONG BEACH 2.... | KFOX | 1280 | 1,000 | Nichols & Warinner Inc. 220 E. Anaheim St. 672-81 | | Hal G. Nichols Hal G. Nichols Lawrence W. McDowell | Lawrence W. McDowell | Standard Lang-Worth UP |
| LONG BEACH 2.... | KGER | 1390 | 5,000 | Consolidated Broadcasting Corp. 435 Pine Ave. 632-75 | | C. Merwin Dobyms C. Merwin Dobyms Lee Wynne | Ron Oakley | Spot Sales World Associated Standard Lang-Worth MacGregor AP, INS |
| LOS ANGELES 28... (Hollywood) | KECA | 790 | 5,000 | American Broadcasting Co. 1440 N. Highland Ave. Hillside 8231 | Blue | American Broadcasting Co. Clyde Scott Amos Baron | John I. Edwards Ed Egan R. G. Denechaud | Blue Spot Thesaurus Standard AP, UP, INS |
| LOS ANGELES 5.... | KFAC | 1330 | 1,000 | Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231 | | Calvin J. Smith Calvin J. Smith Calvin J. Smith | Harry Mitchell Calvin J. Smith Owen Ford | Associated World AP |
| LOS ANGELES 4.... | KFI | 640 | 50,000 | Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121 | NBC | Earle C. Anthony Wm. B. Ryan George Whitney | Don McNamara J. G. Patridge H. L. Blatterman | Petry Standard MacGregor Lang-Worth AP, UP |
| LOS ANGELES 26... * | KFSG | 1150 ST-KRKD | 2,500-LS 1,000-N | Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141 | | Dr. Rolfe K. McPherson Rev. J. W. Carmain | John Vitallo Harvey Haas | |
| LOS ANGELES 5.... | KFVD | 1020 L-KDKA | 1,000 | Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391 | | John Frank Burke J. Frank Burke F. J. Smalley, Jr. | Howard Gray F. J. Smalley, Jr. William Gass | Lang-Worth MacGregor UP |
| LOS ANGELES..... | KFWB (Hollywood 28) | 980 | 5,000 | Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151 | | Warner Bros. Bestg. Corp. Harry Maizlish | Bill Ray Don Ross Harry Myers | Rambeau AP, UP, INS, Reuters |
| LOS ANGELES 15... * | KGFJ | 1230 | 100 | Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434 | | Ben S. McGlashan Thelma Kirchner Thelma Kirchner | Rene Bozarth Thelma Kirchner Homer Obuchon | Standard Associated INS |
| LOS ANGELES..... | KHJ (Hollywood 38) | 930 | 5,000 | Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111 | MBS Don Lee | Thomas S. Lee Lewis Allen Weiss Sydney B. Gaynor | Pat Campbell Fair Taylor Frank M. Kennedy | Blair World AP, INS, UP |
| LOS ANGELES 28... (Beverly Hills) | KMPC | 710 | 10,000 | KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341 | | G. A. Richards Robert O. Reynolds Herbert H. Wixson | Don Otis Willard W. Hanes Melvin W. Cody | Raymer Associated World AP, UP |
| LOS ANGELES..... | KMTR (Hollywood 38) | 570 | 1,000 | KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hillside 1161 | | KMTR Radio Corp. Kenneth O. Tinkham Kenneth O. Tinkham | James M. Strain Kenneth O. Tinkham Peter H. Wilson | Burn-Smith Lang-Worth MacGregor Standard AP, INS |
| LOS ANGELES 28... * | KNX | 1070 | 50,000 | Columbia Broadcasting System 6121 Sunset Blvd. Hollywood 1212 | CBS | CBS—D. W. Thornburgh D. W. Thornburgh J. Arch Morton | Tom Hargis Ralph Taylor L. H. Bowman | Radio Sales Lang-Worth Associated AP, UP, INS |
| LOS ANGELES 13... * | KRKD | 1150 ST-KFSG | 2,500-LS 1,000-N | Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111 | | Frank P. Doherty Ned Connor Ned Connor | Venna Taylor Ned Connor Willis O. Freitag | INS |

KMTR

News

ESPECIALLY
EDITED
★
EVERY HOUR
ON THE HOUR
★
24 HOURS
DAILY!

K. LOUIS FLATAU

KMTR's Distinguished
News Analyst on Euro-
pean Affairs

5:45 P.M. Daily



KMTR HOLLYWOOD · TOP OF THE DIAL **570**
"The West's Greatest News Station"

AMERICA'S GRAND HOSTESS—

Eugenia Clair

presents

**WHAT'S HAPPENING
IN HOLLYWOOD**
and the **LAND
of the CINEMA**

TOP OF THE DIAL
570



KMTR
3:15 P.M.
THURSDAYS



Transcription Services

- ★ MODERN HIGH-FIDELITY RECORDING EQUIPMENT
- ★ AIR-CHECKS, LINE-CHECKS STUDIO TRANSCRIPTION PROCESSING AND PRESSING
- ★ 24-HOUR SERVICE
- ★ ACOUSTICALLY CORRECT STUDIOS
- ★ COMPLETE SOUND EFFECT SERVICE
- ★ MOBILE TRUCK UNITS AVAILABLE FOR "ON THE SCENE" RECORDING

KMTR
RECORDING STUDIOS

1000 CAHUENGA BLVD. HOLLYWOOD, CALIF.
HI-1161



EVERY NITE AT 5:30
HOLLYWOOD INSIDE OUT!

- Behind the Camera
- Star Interviews
- The Inside Story

IRWIN ALLEN

and the

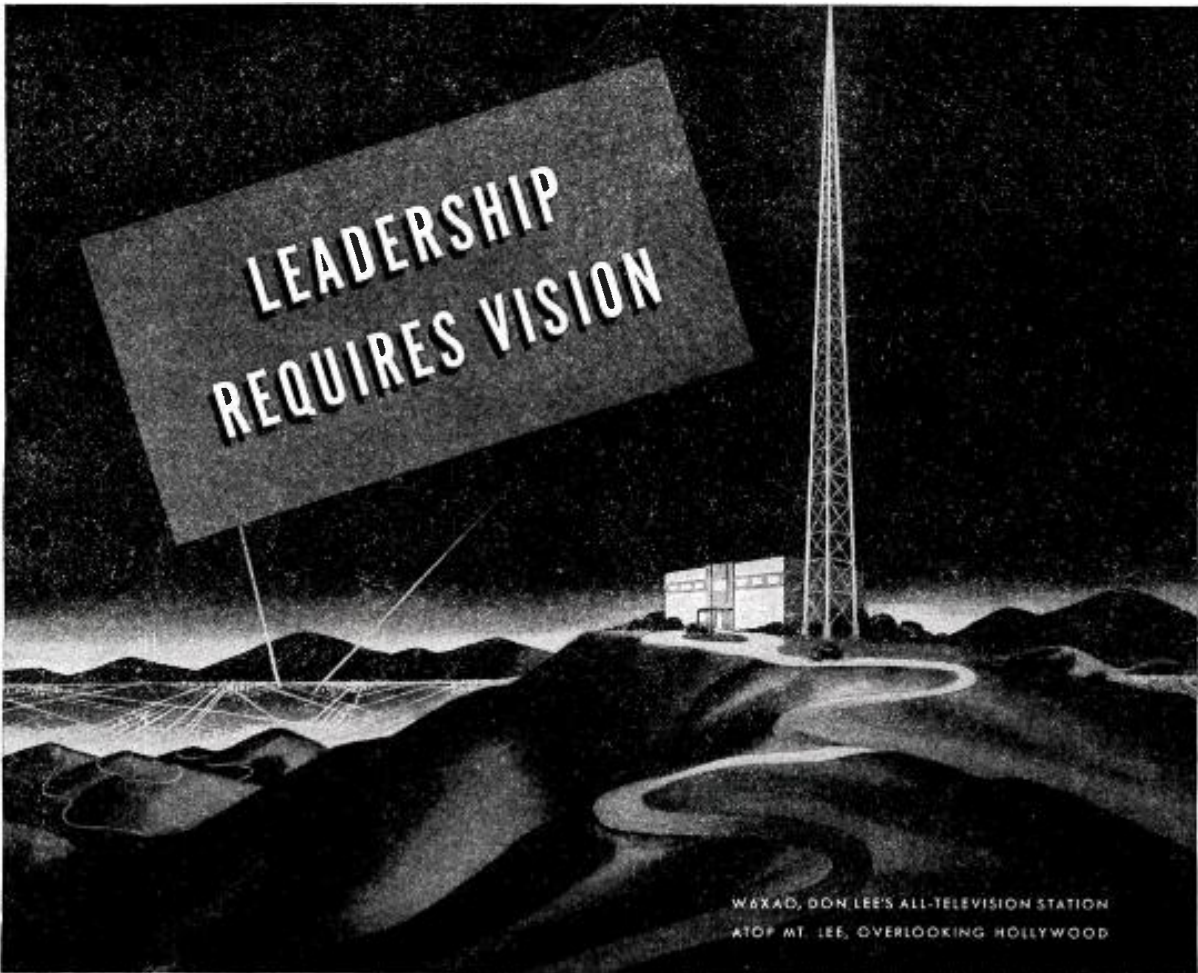
Hollywood Merry-Go-Round
KMTR 5:30 P.M.—570 Kc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---|--------------|-------------------------|----------------|--|----------------|--|---|--|
| MARYSVILLE..... | KMYC | 1450 | 250 | Marysville-Yuba City Bcstrs. Inc. Box 631 2080 | MBS Don Lee | H. E. Thomas Joe D. Carroll Joe D. Carroll | Jayn Russell Joe D. Carroll Albert J. Powell | Grant UP |
| MERCED..... | KYOS | 1490 | 250 | Merced Broadcasting Co. Box 717 1430 | MBS Don Lee | Hugh McClung Mel Marshall J. C. MacFarland | Herb James George Spelvin Malcolm R. Beavers | Grant Standard UP |
| MODESTO..... | KTRB | 860 | 1,000 | KTRB Broadcasting Co. Inc. Box 593 774 | | Wm. Bates Jr. Wm. H. Bates Jr. Douglas McCreary | Ceell Lynch Virgil Rialley Wm. H. Bates Jr. | Grant Lang-Worth MacGregor INS |
| MONTEREY..... | KDON | 1240 | 250 | Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501 | MBS Don Lee | Paul H. Caswell Reed Pollock Ken Randolph | Howard V. Walters Margaret King Edward C. Duty Jr. | Standard Associated UP |
| OAKLAND 12..... | KLS | 1310 | 1,000 | Warner Brothers 327 21st St. Higate 1212 | | S. W. Warner F. Wellington Morse F. Wellington Morse | Catherine De Costa Howard Fakhnor | Griffith INS |
| OAKLAND 4..... | KLX | 910 | 1,000 | Tribune Building Co. Tribune Tower Templebar 6000 | | J. R. Knowland Glenn C. Shaw Lee Mikesell | Leon Churchon Roswell S. Smith | McGillvra World AP |
| OAKLAND..... | KROW | 960 | 1,000 | KROW Inc. 464 19th St. Glencourt 6774 | | Sheldon F. Sackett Philip G. Lasky Philip G. Lasky | Bert Winn Wallace Elliott C. E. Downey | Standard Lang-Worth INS |
| PASADENA 15..... | KPAS | 1110 | 10,000 | Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991 | | J. Frank Burke Loyal K. King Loyal K. King | Jack Fredericks | McGillvra Associated Lang-Worth AP, INS |
| PASADENA 1..... | *KPPC | 1240-SH | 100 | Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193 | | Rev. George E. Petrie | Leon Hall H. Vincent Parsons | |
| PASADENA 1..... | KWKW | 1430 | 1,000-D | Southern California Bcstg. Co. 425 E. Green St. Sycamore 2-6155 | | (Marshall S. Neal Paul Buhlig William J. Beaton William J. Beaton | Marshall Parnum Claire Hughes Paul Spargo | Standard UP |
| REDDING..... | KVCV | 1230 | 250 | Golden Empire Broadcasting Co. Box 511 1646 | MBS Don Lee | Hugh McClung Ralph R. Bryan F. M. Stuelpnagle | Betty Hullinger Janice Bryan Russel Pope | Grant Standard UP |
| RIVERSIDE..... | KPRO | 1440 | 1,000 | Broadcasting Corp. of America 3401 Russell St. 6290 | Blue | W. L. Gleeson W. L. Gleeson Gene Williams | Lee Lawley Mildred Thorne Amon Dolde | Associated MacGregor AP, INS |
| SACRAMENTO 14... (Construction permit) | KCRA | 1340 | 250 | Central Valleys Broadcasting Co. Capital National Bank Bldg. | Don Lee | Ewing C. Kelly David R. McKinley Vernon Hansen | Christine Ness Marvin Myers | World |
| SACRAMENTO 4... | KFBK | 1530 | 10,000 | McClatchy Broadcasting Co. 708 Eye St. 2-5011 | Blue | Eleanor McClatchy Leo O. Ricketts Jack Schacht | Howard L. Bailey Stam Sronce | Raymer Thesaurus AP, UP |
| SACRAMENTO 14... | KROY | 1240 | 250 | Royal Miller Radio Hotel Sacramento Bldg. 3-2525 | CBS | Royal Miller Radio Mrs. Royal Miller | Howard Smiley Howard Martineau | McGillvra Associated MacGregor UP |
| SACRAMENTO..... (Construction permit) | KXOA | 1490 | 250 | Lincoln Dellar | | | | |
| SAN BERNARDINO.. | KFXM | 1240 | 250 | Lee Bros. Broadcasting Co. 512 Fifth St. 4761 | MBS Don Lee | (J. C. Lee E. W. Lee Maury A. Vroman N. Pratt Smith | Charles C. Craig Maury A. Vroman George W. Ewing | Blair World Standard UP, INS |
| SAN DIEGO 1..... | KFMB | 1450 | 250 | Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114 | Blue | Jack O. Gross Jack O. Gross Jack O. Gross | Hal Moon John Eves Caleb Frisk | Rambeau Standard AP |
| SAN DIEGO 12.... | KFSD | 600 | 1,000 | Airfan Radio Corp. Ltd. U.S. Grant Hotel Franklin 6353 | NBC | Thomas E. Sharp Thomas E. Sharp Larry Scalf | Leah McMahon M. R. Harris Gene Durham | Raymer MacGregor Thesaurus UP |
| SAN DIEGO 1..... | KGB | 1360 | 1,000 | Don Lee Broadcasting System 1017 First Avenue Franklin 6151 | MBS Don Lee | Thomas S. Lee F. D. Ide William A. Evans | James Dillon William A. Evans William Collins | Blair World |
| SAN FRANCISCO 9.. | KFRC | 610 | 5,000 | Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100 | MBS Don Lee | Thomas S. Lee William D. Pabst Merwyn L. McCabe | Pat Kelly J. MacArdle | Blair World AP, INS |
| SAN FRANCISCO 2.. | KGO | 810 | 7,500 | American Broadcasting Co. 155 Montgomery St. Exbrook 6544 | Blue | American Broadcasting Co. T. B. Palmer Byron H. Nelson | Robert H. Wesson Robert F. Laws A. E. Evans | Blue Spot Associated Standard MacGregor Thesaurus AP, UP, INS |
| SAN FRANCISCO 9.. | KJBS | 1100 L-WTAM | 500 | KJBS Broadcasters 1470 Pine St. Ordway 4148 | | E. P. Franklin E. P. Franklin Stanley G. Breyer | C. F. Pendleton Griffith Cecil Dutton | Rambeau Griffith Standard AP, UP, INS |



FIRST IN THE WEST WITH

- ★ ALL-TELEVISION STATION
- ★ TELEVISION BROADCASTING
- ★ ALL-TELEVISION BUILDING
- ★ FREQUENCY MODULATION.
- ★ ALL-FM BUILDING

FIRST ON THE PACIFIC COAST WITH

- ★ NETWORK RADIO BROADCASTING
- ★ COMPLETE RADIO COVERAGE

(38 Stations)

THOMAS S. LEE, President
 LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
 5515 Melrose Ave., Hollywood 38, California
 Represented Nationally by JOHN BLAIR & Co.



The Nation's Greatest Regional Network

And now—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee's purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

CALIFORNIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|--|----------------|---|---|--|
| SAN FRANCISCO 2.. | KPO | 680 | 50,000 | National Broadcasting Co. Taylor & O'Farrell Graystone 3700 | NBC | NBC—John W. Elwood John W. Elwood Alfred W. Crapey | Wendell Williams Helen Murray George Greaves | NBC Spot Standard Thesaurus AP, UP, INS |
| SAN FRANCISCO 3.. | KSAN | 1450 | 250 | Golden Gate Broadcasting Corp. 1855 Market St. Market 8171 | | S. H. Patterson Jerry Akers Jerry Akers | Lee Giroux N. J. Patterson | Clark Lang-Worth MacGregor AP |
| SAN FRANCISCO 6.. | KSFO | 560 | 5,000-LS 1,000-N | Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567 | | W. I. Dumm (Lincoln Dellar Wilton Gunzendorfer Wilton Gunzendorfer | Richard M. Oddie Dorothy Burtis Jay Tapp (Acting) | Weed World Standard Associated UP, INS |
| SAN FRANCISCO 8.. | KYA | 1260 | 5,000-LS 1,000-N | Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2586 | | Don Feddersen Don Feddersen David E. Lundy | Richard H. Wynne Paul Schulz | Spot Sales Associated Standard AP, UP, INS |
| SAN JOSE..... | KQW | 740 | 5,000 | Pacific Agricultural Foundation Ltd. Palace Hotel, San Francisco Exbrook 3283, San Francisco | CBS | Ralph R. Brunton C. L. McCarthy C. L. McCarthy | Ken Craig Wade Thompson Ken Owen | Petry Thesaurus MacGregor Standard AP, UP, INS |
| SAN LUIS OBISPO.. | KVEC | 1230 | 250 | Christina M. Jacobson 851 Higuera St. 1100 | MBS Don Lee | Christina M. Jacobson Les Hacker Joe Shuttleworth | Brad Harris Joe Shuttleworth Earle Travis | Grant World Standard AP |
| SANTA ANA..... | KVOE | 1490 | 250 | Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R | MBS Don Lee | Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer | Wallace S. Wiggins M. B. Marsh Wallace S. Wiggins | Grant MacGregor |
| SANTA BARBARA... | KDB | 1490 | 250 | Don Lee Broadcasting System 1809 State St. 4181 | MBS Don Lee | Thomas S. Lee Fin Hollinger Fin Hollinger | Fin Hollinger Judith Maguire William C. Buckley | Blair World |
| SANTA BARBARA... | KTMS | 1250 | 1,000 | News Press Publishing Co. De la Guerra Plaza 6111 | Blue | Thos. M. & Chas. A. Storke Louis F. Kroeck Louis F. Kroeck | Frank B. Weltmer Ken Peters Albert Nicolay | Raymer Thesaurus AP |
| SANTA ROSA..... | KSRO | 1350 | 1,000 | Mrs. Ruth W. Finley 425 Mendocino Ave. 110 | | Ruth W. Finley Eddie Handley | Howard McCauley | World Standard UP, AP |
| STOCKTON 7..... | KGDM | 1140 | 5,000 | E. F. Peffer 40 S. California 4-4551 | CBS | E. F. Peffer E. Smith Don Ralph | Don Ralph | Blair World INS |
| STOCKTON 7..... | KWG | 1230 | 250 | McClatchy Broadcasting Co. Hotel Wolf 2-2727 | Blue | Eleanor McClatchy George Ross George Ross | Frank Johnson Lee Berryhill | Raymer Standard Thesaurus UP |
| VISALIA..... | KTKC | 940 | 5,000 | Tulare-Kings Counties Radio Assoc. Box 511 575 | Blue | Partnership Charles P. Scott Charles Neite | Wilson Monroe Charles P. Scott Bert Williamson | Rambeau Grant World Standard AP |
| WATSONVILLE..... | KHUB | 1340 | 250 | Luther E. Gibson Atkinson Lane 1700 | Blue | Luther E. Gibson Roger R. Hunt Roger R. Hunt | Don DeWald Beatrice Price George Kenville | Grant World AP |

COLORADO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|---------|--|---|---|
| ALAMOSA..... | KGIW | 1450-SH | 250 | E. L. Allen Alamosa 26 | KBS | E. L. Allen E. L. Allen E. L. Allen | Kay Allen Robert Lewis | |
| COLORADO SPRINGS | KVOR | 1300 | 1,000 | Out West Broadcasting Co. Antlers Hotel Main 278 | CBS | Out West Bestg. Co. Everett Shupe Seth S. Shull | Isabelle McClung H. C. Strang | Katz World AP |
| DENVER 2..... | KFEL | 950 | 5,000 | Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178 | MBS | Gene O'Fallon Frank Bishop Mark Crandall | Tom Atherstone | Blair Standard MacGregor Associated AP |
| DENVER 2..... | KLZ | 560 | 5,000 | KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271 | CBS | E. K. Gaylord Hugh B. Terry Fred C. Mueller | Peter D. Smythe Roger Rambeaux Harvey Wehrman | Katz Standard MacGregor INS |
| DENVER 2..... | KMYR | 1340 | 250 | F. W. Meyer 1626 Stout St. Main 4161 | | F. W. Meyer A. G. Meyer Mark Schreiber | Dolores Pleased A. G. Meyer Glen James | Rambeau World MacGregor AP, UP |
| DENVER 2..... | KOA | 850 | 50,000 | National Broadcasting Co. 1625 California St. Main 6211 | NBC | NBC—James R. MacPherson James R. MacPherson Duncan A. McColl | Clarence C. Moore Charles H. Phillips Robert H. Owen | NBC Spot Thesaurus MacGregor Standard AP, UP, INS |
| DENVER 2..... | *KPOF | 910 ST-KFKA | 1,000 | Pillar of Fire 1845 Champa St. Tabor 3733 | | Bishop Alma White Arthur K. White | Kathleen M. White Paul H. Schissler | |
| DENVER 2..... | KVOD | 630 | 5,000 | Colorado Radio Corp. Midland Savings Bldg. Tabor 2291 | Blue | Wm. D. Pyle T. C. Ekrem T. C. Ekrem | V. W. Corbett Con Hecker {W. D. Pyle {T. C. Ekrem | McGillvra Associated Lang-Worth MacGregor UP |

you're in swell company on **KFMB**...



Walter Winchell



George V. Denny, Jr.



Don McNeil



Ed Wynn



Westbrook Van Voorhis

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where \$808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over \$15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . . progressive station!!



Tom Breneman



Gracie Fields



Paul Whiteman



Joe E. Brown



Drew Pearson



SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

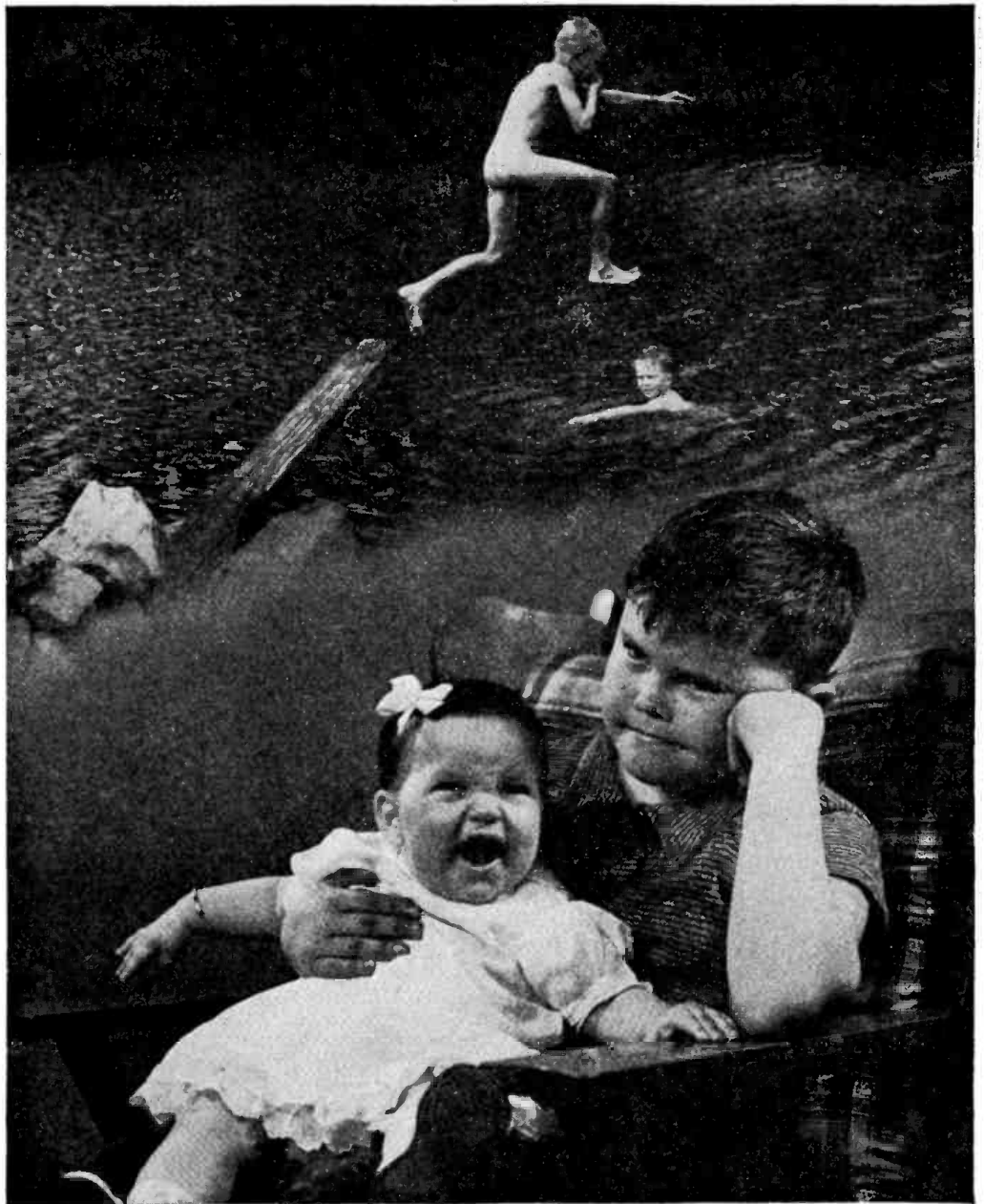
*—Non-Commercial Station D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Signal. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

COLORADO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|-------------------|--|------------|---|--|--|
| DURANGO..... | KIUP | 1400 | 250 | San Juan Broadcasting Co. Inc. 2800 Main Ave. 117 | | San Juan Bestg. Co. Raymond M. Beckner Raymond M. Beckner | Ray Beckner John L. Antic | UP |
| GRAND JUNCTION.. | KFXJ | 920 | 1,000-LS 500-N | Western Slope Broadcasting Co. First National Bank Bldg. 126 | MBS KBS | Rex Howell Rex Howell Rex Howell | Mildred Fuller Mildred Fuller D. E. Towne | Walker Standard World UP |
| GREELEY..... | KFKA | 910 ST-KPOF | 1,000 | Mid-Western Radio Corp. 620 8th Ave. 450 | | Francis Price Francis Price | Charles Sumerau Kenneth Cooper | Lang-Worth UP |
| LA JUNTA..... | KOKO | 1400 | 250 | Southwest Broadcasting Co. La Junta 42 | KBS | Leonard E. Wilson Leonard E. Wilson Margaret E. Johnson | Margaret E. Hiltabidel Leonard E. Wilson | Standard TP |
| PUEBLO..... | KGHF | 1350 | 1,000-LS 500-N | Curtis P. Ritchie 304 N. Main St. 3877 | Blue | Curtis P. Ritchie Curtis P. Ritchie Maxson I. Bevens | Fred L. Amos Maxson I. Bevens Willis C. Shanks | McGillvra World UP |
| STERLING..... | KGEK | 1230-SH | 100 | Elmer G. Beehler | KBS | | | |

CONNECTICUT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|--|-------------------------------|--|--|--|
| BRIDGEPORT 1..... | WICC | 600 | 1,000-LS 500-N | Yankee Network Inc. Stratfield Hotel 6-1121 | MBS Yankee | (William O'Neil John Shepard 3d Joseph Lopez Norman Whittaker | Florence B. Robinson James Powers George Keich | Petry Standard Associated AP |
| BRIDGEPORT 7..... | WNAB | 1450 | 250 | Harold Thomas | Blue Connecticut | | | UP |
| HARTFORD 4..... | WDRC | 1360 | 5,000 | WDRC Inc. 750 Main St. 7-1188 | CBS | Franklin M. Doolittle Franklin M. Doolittle Walter B. Haase William F. Malo | Harvey Olson William F. Malo Italo A. Martino | Raymer Foster Thosaurus MacGregor AP, UP |
| HARTFORD 4..... | WHTD | 1410 | 5,000 | State Broadcasting Corp. 54 Pratt St. 7-9131 | Blue Yankee | (William O'Neil John Shepard 3d Ralph D. Kanna | Richard Bronson Robert Mooney Rogers Holt | Associated Standard UP |
| HARTFORD 1..... | WHTT | 1230 | 250 | The Hartford Times Inc. 983 Main St. 2-0237 | MBS Yankee | F. S. Murphy C. Glover De Laney L. R. Schoenfeld | C. S. Masini | McKinney Standard AP |
| HARTFORD..... | WTIC | 1080 | 50,000 | Travelers Bestg. Service Corp. 26 Grove St. 2-8181 | NBC New England | Travelers Bestg. Serv. Corp. Paul W. Morency Walter Johnson | Leonard J. Patricelli James F. Clancy Herman D. Taylor | Weed World Lang-Worth AP, INS, TP |
| NEW HAVEN..... | WELI | 960 | 1,000-LS 500-N | City Broadcasting Corp. 221 Orange St. 8-1133 | Blue Connecticut | Col. Harry C. Wilder Wm. A. Riple | Roland W. Furman Richard W. Davis Fred King | Headley-Reed Foster World UP |
| NEW HAVEN..... | WNHC | 1340 | 250 | Elm City Broadcasting Corp. | | | | Standard AP |
| NEW LONDON..... | WNLC | 1490 | 250 | Thames Broadcasting Corp. Mohican Hotel 4900 | MBS Yankee Connecticut | Roderick L. Morey Gerald J. Morey Ivon B. Newman | Gerald J. Morey Ivon B. Newman Gerald J. Morey | Walker Standard AP |
| STAMFORD..... | WSRR | 1400 | 250 | Stephen R. Rintoul 270 Atlantic St. 4-7575 | Blue Connecticut | Stephen R. Rintoul Harold H. Meyer Harold H. Meyer | Fred Briggs Dorothy Hay Edward L. Markman | Bannan Wood World UP |
| WATERBURY..... | WATR | 1320 | 1,000 | Harold Thomas 71 Grand St. 3-5161 | Blue Yankee Connecticut | Harold Thomas Harold Thomas Samuel Eilman | Helen Morris John Dugan Russel Jensen | Rambeau TP |
| WATERBURY 89..... | WBRY | 1590 | 1,000 | American-Republican Inc. 136 Grand St. 3-1125 | CBS | William J. Pape Erwin J. Frey Erwin J. Frey | Charles T. Lynch Erwin J. Frey Frank Hales | McGillvra Thesaurus AP |



why is a little boy like a radio audience?

Little boys want what they want *when they want it.*

They are exactly like a radio audience in this respect. The only difference is that a radio audience finds it easier to get what it wants.

That brings you abruptly to the point of this message.

As a Basic Station of the Columbia Network, WDRC is proud to be part of the fine network programming, day

and night, seven days a week, which gives the great American listening audience *what it wants.*

As Connecticut's Pioneer Broadcaster, WDRC has contributed to the local scene with news and public service

programs, to give the Hartford audience *what it wants.*

It all adds up to the fact that advertisers want WDRC—when they want a real selling job in the rich Hartford Market.



WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

DELAWARE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|--|---|--|
| WILMINGTON 28... | WDEL | 1150 | 5,000 | WDEL Inc. 10th & King Sts. 7268 | NBC | {Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh | Harvey C. Smith Herman Reitzes J. E. Mathiot | Raymer UP |
| WILMINGTON 28... | WILM | 1450 | 250 | Delaware Broadcasting Co. 920 King St. 7268 | MBS | {Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh | William Drury A. B. Weldin J. E. Mathiot | Raymer Thesaurus UP |

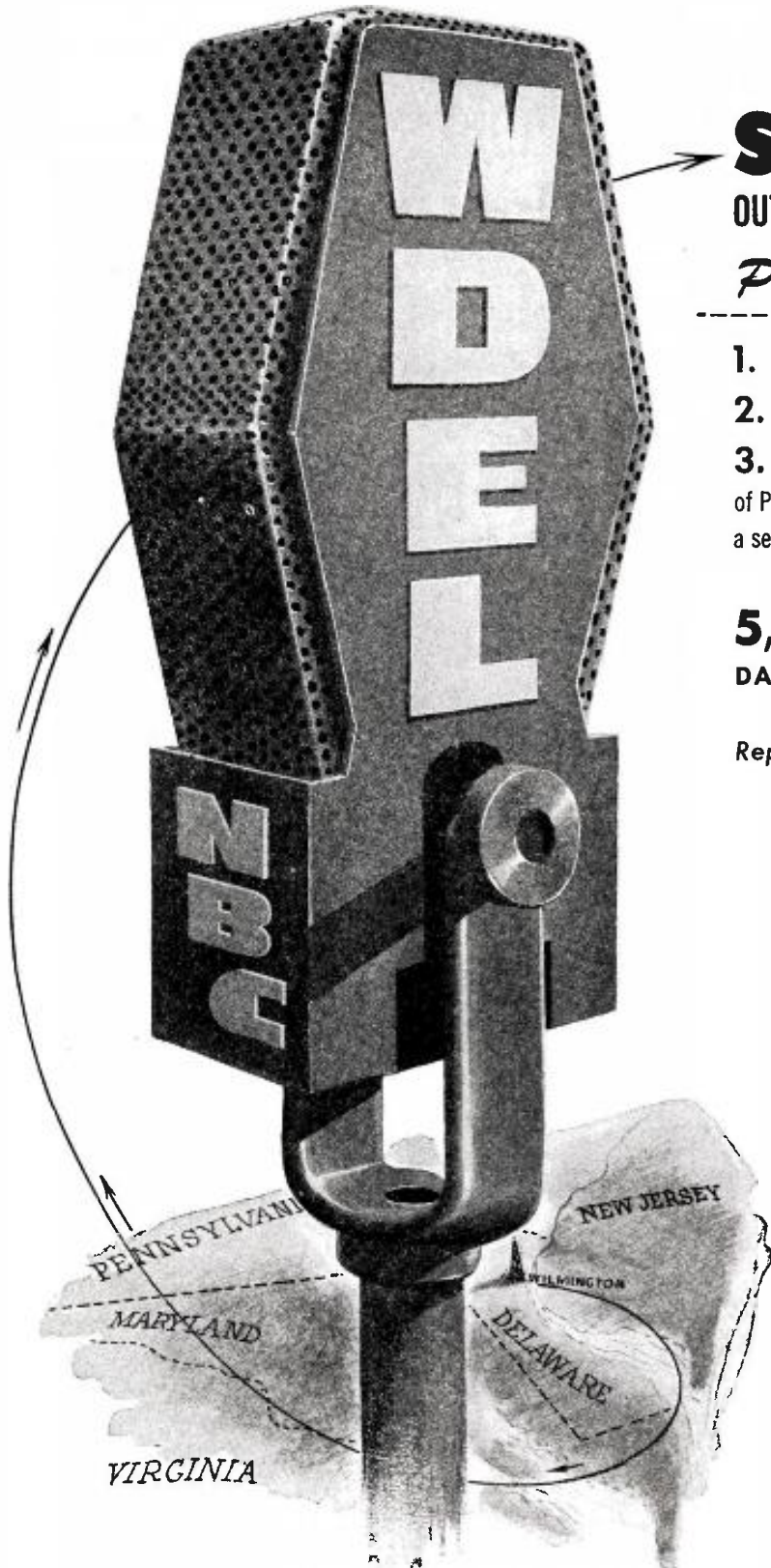
DISTRICT OF COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| WASHINGTON 1.... | WINX | 1340 | 250 | WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000 | | Eugene Meyer John Patrick Smith Norman Weill | Richard Barr Paul Heller Ralph Cannon | Forjoe Standard Lang-Worth AP, UP, INS |
| WASHINGTON 5.... | WMAL | 630 | 5,000 | Evening Star Broadcasting Co. 724 14th St. N. W. National 5400 | Blue | The Evening Star Kenneth H. Berkeley Ben B. Baylor, Jr. | John R. Edmunds Ben B. Baylor, Jr. Daniel Hunter | Blue Spot Standard Langworth Thesaurus AP, UP |
| WASHINGTON 6.... | WOL | 1260 | 1,000 | Cowles Broadcasting Co. 1627 K St. N. W. Metropolitan 0010 | MBS | Gardner Cowles, Jr. Merle S. Jones Henry V. Seay | George Sutherland Tom Means Henry H. Lyon | Katz Associated Lang-Worth Standard AP, UP |
| WASHINGTON 5.... | WRC | 980 | 5,000 | National Broadcasting Co. 724 14th St. N. W. Republic 4000 | NBC | NBC-Frank M. Russell Carleton D. Smith Mahlon A. Glascock | Fred P. Shawn Albert V. Cole Donald Cooper | NBC Spot Thesaurus Standard Associated AP, UP, INS |
| WASHINGTON 4.... | WTOP | 1500 | 50,000 | Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200 | CBS | CBS-Earl Gammons Carl J. Burkland William D. Murdock | Martin D. Wickett Clyde M. Hunt | Radio Sales Lang-Worth World AP, UP |
| WASHINGTON 6.... | WWDC | 1450 | 250 | Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203 | | Joseph Katz G. Bennett Larson Ben Strouse | Norman Reed Ben Strouse Ross H. Beville | Weed MacGregor Thesaurus AP, UP |

FLORIDA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|---------------|-------------------------|---|--|-----------------------|---|---|--|
| DAYTONA BEACH... | WMFJ | 1450 | 250 | W. Wright Esch 126 1/2 Magnolia Ave. 91 | Blue | W. Wright Esch (Mrs. Billie B. Esch Ray Clancy John Pitts | Jack Winfree Crystal Palmer William C. Shelton | Cox & Tanz Thesaurus AP |
| FORT MYERS..... | WINK | 1240 | 250 | Fort Myers Broadcasting Co. 34 E. First St. 818 | CBS | Ronald B. Woodyard Ronald B. Woodyard Mary Martin | Mary Martin Harold Ritchey | Pearson AP |
| GAINESVILLE 2.... | WRUF L-KOA | 850 | 5,000 SA-5,000-LS 100-N after sunset at Denver | University of Florida Gainesville 1000 | MBS | University of Florida Rem James Rem James | Irene Stanlis George Dinnick Dr. Palmer H. Craig | Burn-Smith Lang-Worth UP |
| JACKSONVILLE 2... | WJAX | 930 | 5,000-LS 1,000-N | City of Jacksonville 1 Broadcast Pl. 5-5821 | NBC | City of Jacksonville John T. Hopkins, III John T. Hopkins, III | Evelyn Boots Harry A. Cole John T. Hopkins, III | Blair Cummings Thesaurus Associated AP |
| JACKSONVILLE | WJHP | 1320 | 250 | Metropolis Company 500 Laura St. 5-7610 | Blue | John H. Perry Ted Chapeau R. R. Powell | George L. Jesse Carmen Macri Beecher Hayford | Perry Lang-Worth UP |
| JACKSONVILLE 1... | WMBR | 1400 | 250 | Florida Broadcasting Co. 118 West Adams St. 5-4387 | CBS | Frank King Frank King Glenn Marshall Jr. | Frank King Glenn Marshall Jr. E. B. Vordermark | Weed World UP |
| JACKSONVILLE 1... | WPDQ | 1270 | 5,000 | Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781 | MBS Blue (June 15) | J. R. Stockton L. D. Baggs Robert R. Feagin Frank Taylor Jr. | Edith Cooper James R. Donovan | Hollingbery MacGregor Standard AP |
| LAKELAND..... | WLAK | 1340 | 250 | Radio Station WLAK P.O. Box 1211 2127 | NBC | S. O. Ward S. O. Ward Powell Adams | Nancy Hill S. O. Ward William P. Lee | Pearson UP |

Wilmington, Delaware



SELLS BECAUSE OF ITS
OUTSTANDING LISTENER LOYALTY

Proof

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by **RAYMER**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

FLORIDA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|---|--------------------|---|---|---|
| MIAMI | WFTL | 710 | 10,000 | Fort Industry Co. 1605 Biscayne Blvd. 9-2401 | MBS Blue (June 15) | Lt. Com. George B. Storer Bob Venn | Don Butler Fred Clark | Headley-Reed Thesaurus AP |
| MIAMI 30 | WIOD | 610 | 5,000 | Isla de Dreams Broadcasting Corp. 600 Biscayne Blvd. 8-6444 | NBC | Daniel J. Mahoney James M. LeGate Tom O. McCullough | Robert L. Fidler Martha Henriquez Wilton Chiles | Hollingsbery Cummings Associated Standard AP, UP, INS |
| MIAMI 31 | WQAM | 560 | 5,000-LS 1,000-N | Miami Broadcasting Co. Postal Bldg. 2-6121 | CBS | F. W. Borton Fred Mizer Norman MacKay | Hazel McGuire Norman MacKay Edward Davenport | Blair World AP |
| MIAMI BEACH 36 | WKAT | 1360 | 1,000 | A. Frank Katzentine 1759 N. Bay Rd. 5-7471 | | A. Frank Katzentine John I. Prosser John I. Prosser | Arthur P. Smith Jr. T. T. Magee | Associated UP |
| OCALA | WTMC | 1490 | 250 | Ocala Broadcasting Co. Inc. Box 831 128 | Blue | John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr. | Wilma Drum George Wehrman Beecher Hayford | Perry Standard UP |
| ORLANDO | WDBO | 580 | 5,000 | Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181 | CBS | Col. Geo. C. Johnston Col. Geo. C. Johnston J. M. Pedrick | W. G. McBride W. G. McBride J. E. Yarbrough | Blair Cummings World UP |
| ORLANDO | WLOF | 1230 | 250 | Hazlewood Inc. Angebilt Hotel Bldg. 8163 | Blue | Hazlewood Inc. Victor Buisset Victor Buisset | | Lang-Worth INS |
| PALM BEACH | WWPG | 1340 | 250 | Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515 | Blue, MBS | Charles E. Davis Donald S. Greenleaf Donald S. Greenleaf | Donald S. Greenleaf Paul McGinty | AP |
| PANAMA CITY | WDLP | 1230 | 250 | Panama City Broadcasting Co. First & Mercer St. 777 | MBS | John H. Perry Byron Hayford Byron Hayford | John Thomas Elmer Scott Elmer Scott | Perry Standard UP |
| PENSACOLA | WCOA | 1370 | 1,000-LS 500-N | Pensacola Broadcasting Co. P.O. Box 1669 4111 | NBC | John H. Perry Jack Rathbun Jack Rathbun | Lamar Morgan Jack Rathbun Bert Meade | Perry World UP |
| ST. AUGUSTINE | WFOY | 1240 | 250 | Fountain of Youth Bcastg. Co. Fountain of Youth Park 1622 | CBS | Glenn Marshall Jr. J. Allen Brown J. Allen Brown | Miss Frankie C. Walker Carl DeLay | Weed UP |
| ST. PETERSBURG 1 | WSUN | 620 | 5,000 | City of St. Petersburg Box 240 4747 | Blue | City of St. Petersburg Norman E. Brown Louis J. Link | | Weed Associated UP |
| ST. PETERSBURG | WTSP | 1380 | 1,000-LS 500-N | Pinellas Broadcasting Co. Times Bldg. 8108 | MBS | Nelson P. Poynter Lex L. D. Herron Jack Dadswell | Jean Allyn Jack Dadswell William D. Mangold | Rambeau UP, INS |
| SARASOTA | WSPB | 1450 | 250 | WSPB Inc. Box 1110 2110 | CBS | R. C. Jones Jr. John E. Browning | Gertrude Browning James E. Grant | Pearson MacGregor World UP |
| TALLAHASSEE | WTAL | 1340 | 250 | Capital City Broadcasting Corp. Tallahassee 2160 | MBS | Mrs. John N. Phipps Teresa M. Myers Betty C. Perkins | Paula M. Page Helen F. Todd William A. Snowden | Clark Thesaurus Standard AP, UP |
| TAMPA 2 | WDAE | 1250 | 5,000 | Tampa Times Co. Tampa Terrace Hotel M-1818 | CBS | David E. Smiley L. S. Mitchell L. S. Mitchell | Kenneth W. Skelton I. S. Mitchell William Pharr Moore | Katz MacGregor World AP |
| TAMPA 1 | WFLA | 970 | 5,000 | Tribune Co. Seminole Bldg. H-1828 | NBC | The Tribune Co. W. Walter Tison W. Walter Tison | Paul M. Jones W. Walter Tison Joe M. Mitchell | Blair Cummings MacGregor Thesaurus Lang-Worth UP |
| WEST PALM BEACH | WJNO | 1230 | 250 | WJNO Inc. 1600 N. Flagler Dr. 3638 | CBS | Marshall Heminway Stephen P. Willis Stephen P. Willis | Rebecca Frazier Otis Wright | World UP |

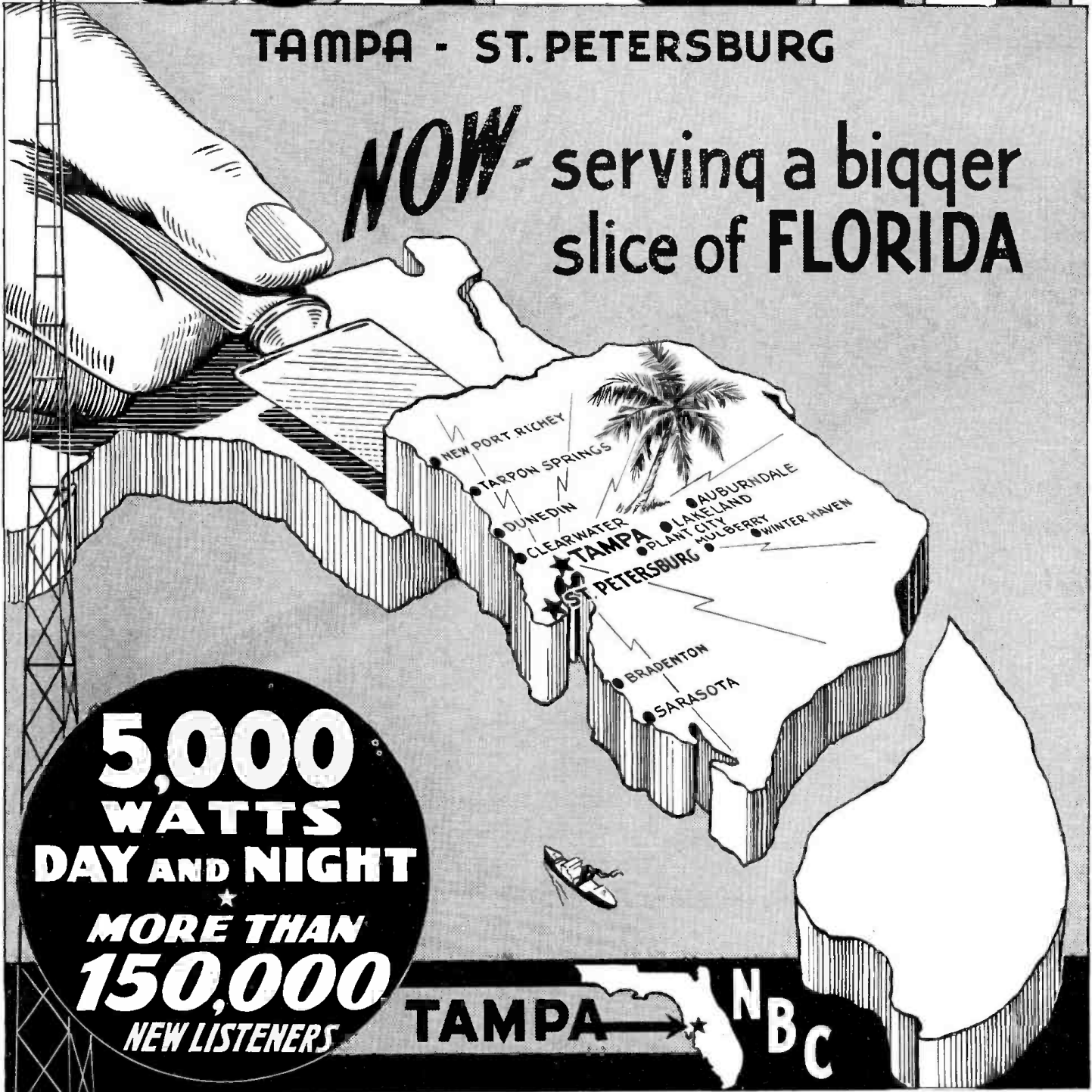
GEORGIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------|--------------|-------------------------|----------------|--|------------|---|---|--|
| ALBANY | WALB | 1590 | 1,000 | Herald Publishing Co. Albany Theatre Arcade 389 | MBS | Henry T. McIntosh Abner M. Israel Mildred Hule | Mary Knight Abner M. Israel De Forrest Layton | Burn-Smith Cook World AP |
| ALBANY | WGPC | 1450 | 250 | Albany Broadcasting Co. 125 1/2 N. Jackson St. 1370 | CBS | J. W. Woodruff Jr. Margaret U. Kinnett John Crouch | Margaret Kinnett C. M. Kinnett | Spot Sales Lang-Worth UP |
| ATHENS | WGAU | 1340 | 250 | J. K. Patrick & Co. Bobbin Mill Rd. 1741 | CBS KBS | J. K. Patrick & Co. Melvin C. Gorman Melvin C. Gorman | Marguerite Williams Melvin C. Gorman Melvin C. Gorman | Standard UP |
| ATLANTA 3 | WAGA | 590 | 5,000 | Liberty Broadcasting Corp. Western Union Bldg. Main 5101 | Blue | Lt. Com. George B. Storer Charles Smitgall Bob Venn | John Barlett Ewald Kockritz Al Jones | Headley-Reed Thesaurus AP, INS |
| ATLANTA 2 | WATL | 1400 | 250 | J. W. Woodruff 26 Cain St. Walnut 4877 | MBS | J. W. Woodruff James A. Davenport Sam W. Kane | I. Dan Hornsby Sam Kane Robert W. Minton | Spot Sales Lang-Worth UP |

WFLA

TAMPA - ST. PETERSBURG

NOW - serving a bigger slice of FLORIDA



**5,000
WATTS
DAY AND NIGHT**
★
**MORE THAN
150,000
NEW LISTENERS**

TAMPA → **NBC**

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

GEORGIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mtdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|-------------------------------|-------------------------|---------------------|--|-------------|--|---|--|
| ATLANTA 1..... | WGST | 920 | 5,000-LS 1,000-N | Georgia School of Technology Forsyth Bldg. Walnut 8441 | CBS | Frank Spradlin John Fulton Frank Gaither Frank Gaither | John Fulton Dixon Babb Ben Akerman | Katz World AP, UP |
| ATLANTA..... | WSB | 750 | 50,000 | Atlanta Journal Co. Biltmore Hotel Hemlock 1045 | NBC | James M. Cox Jr. John M. Outler Jr. Tom Downing | Mark K. Toalson C. F. Daugherty | Petry Standard World AP, UP, INS |
| AUGUSTA..... | WGAC | 1240 | 250 | Twin States Broadcasting Co. Augusta 2-2692 | Blue | F. Frederick Kennedy J. B. Fuqua J. B. Fuqua | Steve Manderson Donald Kelly Jr. John Lyon | Headley-Reed Thesaurus Standard AP |
| AUGUSTA..... | WRDW | 1480 | 5,000 | Augusta Broadcasting Co. Masonic Bldg. 2-8805 | CBS | Wm. K. Jenkins W. R. Ringson Thurston Bennett | Ben P. Lucas Dennis Brown Harvey Aderhold | Hollingbery World UP |
| BRUNSWICK..... | WMOG | 1490 | 250-LS 100-N | Coastal Broadcasting Co. Brunswick 1500 | KBS | Alma W. King Kenneth E. White Kenneth E. White | Kenneth E. White | Clark Thesaurus UP |
| CEDARTOWN..... | WGAA | 1340 | 250 | Northwest Georgia Bestg. Co. West Ave. 777 | Blue KBS | O. C. Lam Thomas S. Carr Allen Woodall | Rowena Whitfield Dorothy Holt Clarence Landress | Headley-Reed AP |
| COLUMBUS..... | WDAK | 1340 | 250 | Valley Broadcasting Co. 1028 1/2 Broadway 8-2771 | Blue, MBS | L. J. Duncan Allen M. Woodall Jack Gaylord | Dora Anna Gay Denzil Pulley | Headley-Reed World AP |
| COLUMBUS..... | WRBL | 1230 | 250 | Columbus Broadcasting Co. 1420 Second Ave. 2-0601 | CBS | J. W. Woodruff Weldon W. Herrin W. S. Massie | Tony Barrett Ed Hennessy Albert Timms | Spot Sales Lang-Worth UP |
| CORDELE..... | WMJM | 1490 | 250-LS 100-N | Cordele Dispatch Publishing Co. 20th Ave. & B St. 666 | KBS | John W. Greer James S. Rivers Bruce Smith | Teenie Powers Howard Harrell | UP |
| DALTON..... | WBLJ | 1230 | 250 | Dalton Broadcasting Corp. 111 S. Pentz St. 684 | MBS KBS | H. C. Kenemer W. V. Williams T. H. McMillan | Barbara Brinkman W. C. Roberts | Cox & Tanz |
| DUBLIN..... | WMLT (Construction permit) | 1340 | 250 | Dublin Broadcasting Co. | | | | Standard AP |
| GAINESVILLE..... | WGGA | 1240 | 250 | Blue Ridge Broadcasting Co. Athen Rd. 1600 | MBS KBS | Charles Smithgail H. Russ Holt E. F. MacLeod | Mildred Thompson E. F. MacLeod C. M. Callicot | Lang-Worth UP |
| GRIFFIN..... | WKEU | 1450 | 250 | Radio Station WKEU | MBS KBS | | | UP |
| LAGRANGE..... | WLAG | 1240 | 250 | LaGrange Broadcasting Co. 308 Broome Street 1700 | MBS KBS | Roy C. Swank Edwin Mullinax Edwin Mullinax | Josephine Moncrief Edwin Mullinax J. M. McKay | Clark World UP |
| MACON..... | WBML | 1240 | 250 | Middle Georgia Broadcasting Co. First National Bank Bldg. 2728 | Blue | E. D. Black Chas. W. Pittman Walter Graham | Mary Hester Richardson Harold Beaty H. S. Goodrich | McGillvra Standard UP |
| MACON..... | WMAZ | 940 | 5,000 | Southeastern Broadcasting Co. Inc. Bankers Insurance Building 3131 | CBS | George P. Rankin Wilton E. Cobb Frank Crowther | Lew Kent Frank Crowther George P. Rankin | Katz World Lang-Worth AP |
| MACON..... | WNEX (Construction permit) | 1400 | 250 | Macon Broadcasting Co. Bibb Bldg. | | E. M. Lowe Al Lowe | | AP |
| MOULTRIE..... | WMGA | 1400 | 250 | Frank R. Pidcock Sr. Box 310 999 | KBS | Frank R. Pidcock Sr. James M. Wilder James M. Wilder | Mrs. D. E. Stringfellow James M. Wilder | Standard World UP |
| ROME..... | WRGA | 1490 | 250 | Rome Broadcasting Corp. National City Bank Bldg. 6589 | MBS | John W. Quarles Happy Quarles Pinkie Talley | George Eubanks George Eubanks Doc Williams | Coleman UP |
| SAVANNAH..... | WSAV | 1340 | 250 | WSAV Inc. Liberty National Bank Bldg. 8600 | NBC | Harben Daniel Harben Daniel N. W. Brandon | Gibson Jackson L. H. Thesmar Meredith E. Thompson | Hollingbery Associated AP |
| SAVANNAH..... | WTOC | 1290 | 5,000 | Savannah Broadcasting Co. 516 Abercorn St. 2-0127 | CBS | W. T. Knight Jr. W. T. Knight Jr. Wm. B. Smart (Benj. B. Williams | Ben B. Quick Wm. B. Smart Claude M. Gray | Katz Standard Lang-Worth UP |
| THOMASVILLE..... | WPAX | 1240 | 250 | H. Wimpy 117 Remington Ave. 909 | | H. Wimpy H. Wimpy Al Feinberg | Chas. Lawton Al Feinberg James W. Poole | UP |
| TOCCOA..... | WRIC | 1450 | 250 | R. G. LeTourneau Prather Bridge Rd. LeTourneau 1751 | MBS KBS | R. G. LeTourneau Virgie E. Craig Virgie E. Craig | | Clark World Thesaurus MacGregor UP |
| VALDOSTA..... | WGOV | 1450 | 250 | E. D. Rivers Valdosta 1420 | MBS | E. D. Rivers Mrs. E. D. Rivers | James W. Stewart | Walker World UP |
| WAYCROSS..... | WAYX | 1230 | 250 | Jack Williams 620 Plant Ave. 965 | MBS KBS | Jack Williams John J. Tobola R. C. Tuten | Gwen Thomas R. C. Tuten John J. Tobola | Walker World UP |
| WEST POINT..... | WRLD | 1490 | 250 | Valley Broadcasting Co. General Tyler Hotel Bldg. 173 | Blue | L. J. Duncan L. J. Duncan Allen Woodall | Frances Leabetter Sidney Laird Dige Bishop | Headley-Reed MacGregor World AP |

The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover
Georgia's Three Major Markets



WGST

5000W* 920 Kc

ATLANTA



WMAZ

5000W 940 Kc

MACON

WTOC

5000W 1290 Kc



SAVANNAH

All CBS

AVAILABLE AT COMBINATION RATES

* 1000W
AT NIGHT

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

- AT ONE LOW COST

The **GEORGIA MAJOR MARKET TRIO**

Represented by THE KATZ AGENCY, Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

IDAHO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|----------------------------------|---|---|---|
| BOISE..... | KIDO | 1380 | 2,500-LS 1,000-N | Boise Broadcast Station Hotel Boise 660 | NBC | Georgia N. Phillips Walter E. Wagstaff Boyd Braithwaite | George Snell John Casstevens James Johantz | Blair MacGregor World AP, UP |
| IDAHO FALLS..... | KID | 1350 | 5,000-LS 500-N | KID Broadcasting Co. KID Bldg. 3 | MBS Intermountain KBS | Walter Bauchman Frank McIntyre Leonard Wasden | Harry Woodlee Reed Bullen C. N. Layne | McGillvra World UP |
| LEWISTON..... | KRLC | 1400 | 250 | H. E. Studebaker Lewis-Clark Hotel Bldg. 1950 | MBS Don Lee Pacific | H. E. Studebaker Donald A. Wike Donald A. Thomas | Milton MacLafferty | Wilson World UP |
| NAMPA..... | KFXD | 1230 | 250 | Frank E. Hurt & Son 1024 12th Ave. S. 1200 | | Frank E. Hurt Frank E. Hurt Doyle H. Cain | Nancy Buehler Edward Hurt | Thesaurus Lang-Worth UP |
| POCATELLO..... | KSEI | 930 | 1,000-LS 250-N | Radio Service Corp. Yellowstone Highway 960 | NBC | O. P. Soule Henry H. Fletcher Henry H. Fletcher | Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher | Griffith Walker MacGregor Standard UP |
| TWIN FALLS..... | KTFI | 1270 | 1,000 | Radio Broadcasting Corp. 241 Main Ave. W. 2400 | NBC | O. P. Soule F. M. Gardner F. M. Gardner | W. E. Wright M. L. Otto F. V. Cox | Walker Griffith MacGregor Standard UP |
| WALLACE..... | KWAL | 1450 | 250 | Silver Broadcasting Co. Tabor Bldg. 330 | MBS Don Lee Pacific KBS | Dr. J. B. Binyon Robert G. Binyon W. M. Spencer | W. M. Spencer Robert G. Binyon Arvo Haspanen | Griffith World UP |

ILLINOIS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|-----------|---|---|---|
| AURORA..... | WMRO | 1280 | 250-D | Martin R. O'Brien 34 S. River St. 4215 | | Martin R. O'Brien Martin R. O'Brien Vincent G. Coffey | Dorothy O'Brien Jeanne M. Doran Phillip Olson | Standard AP |
| BLOOMINGTON..... | WJBC | 1230 | 250 | Radio Station WJBC 209 E. Washington 2635-0 | KBS | Radio Station WJBC A. M. McGregor Hugh L. Gately | Stanley Lantz Marion I. Gillespie James Hamm | Sears & Ayer World UP |
| CAIRO..... | WKRO | 1490 | 250 | Oscar C. Hirsch 324 Broadway, Cape Girardeau, Mo. Cairo 1490, Cape Girardeau 2104 | | Oscar C. Hirsch Merrill C. Currier Oscar Hirsch | Oscar Hirsch | MacGregor UP |
| CARTHAGE..... | WCAZ | 1080 | 250-D | Superior Bstg. Service Inc. Marine Trust Co. Bldg. 520 | | Bob Compton John Falmer John Falmer | Antionette Palmer | Pearson UP |
| CHAMPAIGN..... | WDWS | 1400 | 250 | Champaign News-Gazette Inc. 48 Main St. 6-1855 | CBS | Helen M. Stevick Marajen Stevick Dyess Frank R. Mills | Juanita Hall Jack R. Baum | Texas DPL World UP |
| CHICAGO 90..... | WAAF | 950 | 1,000-D | Drover's Journal Publishing Co. Inc. Palmer House Randolph 1932 | | Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann | Cynthia A. Coyle J. R. Loughrin Carl Ulrich | Hollingsbery Standard UP, TP |
| CHICAGO 1..... | WAIT | 820 L-LS, Dallas | 5,000 | Radio Station WAIT 360 N. Michigan Ave. Franklin 0660 | | Gene T. Dyer Gene T. Dyer Joseph Rudolph | Earl Withrow E. M. Hinzman E. W. Jacker | Wilson MacGregor Associated UP |
| CHICAGO 11..... | WBBM | 780 | 50,000 | Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000 | CBS | CBS—H. Leslie Atlas J. L. Van Volkenburg E. H. Shomo | Walter Preston Jonathan Snow James J. Beloungy | Radio Sales World Lang-Worth Associated AP, UP, INS |
| CHICAGO 11..... | WCFL | 1000 | 10,000 | Chicago Federation of Labor 666 Lakeshore Drive Superior 5300 | | John Fitzpatrick Howard T. Keegan Melvin Wolens | Howard T. Keegan Melvin Wolens Richard B. Pappin | Katz World UP |
| CHICAGO 11..... | WCRW | 1240 SH-WEDC, WSBC | 100 | Clinton R. White 2756 Pine Grove Ave. Diversey 4440 | | Clinton R. White J. A. White | Clinton R. White | |
| CHICAGO 23..... | WEDC | 1240 SH-WCRW, WSBC | 250 | Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100 | | Emil Denemark Frank Kotnour Frank Kotnour | William P. Brady Ruth Roberts Chester Levicki | UP |
| CHICAGO 54..... | WENR | 890 ST-WLS | 50,000 | American Broadcasting Co. Merchandise Mart Delaware 1900 | Blue | American Broadcasting Co. E. R. Borroff Roy McLaughlin | Gene Rouse E. J. Huber E. C. Horstman | Blue Spot MacGregor Standard AP, UP, INS |
| CHICAGO 12..... | WGES | 1390 | 5,000 | Radio Station WGES 2708 Washington Blvd. Seeley 8066 | | Partnership John A. Dyer M. E. Clemens | Herbert Rudolph Herbert Rudolph | UP |
| CHICAGO 11..... | WGN | 720 | 50,000 | WGN Inc. 441 N. Michigan Ave. Superior 0100 | MBS | Robert R. McCormick Frank P. Schreiber William A. McGuineas | R. W. Gunn B. H. Berentson George W. Lang | WGN World Associated Standard UP, AP |
| CHICAGO 1..... | WIND | 560 | 5,000 | Johnson-Kennedy Radio Corp. 280 N. Michigan Ave. State 4176 | Wolverine | Ralph L. Atlas Ralph L. Atlas John T. Carey | Fred Willson Robert Hanson Victor Voss | Pearson MacGregor Standard AP, UP, INS |

In Chicago . . . It's the

METROPOLITAN STATION

ESSENTIAL IN AN ESSENTIAL MARKET

A station covering a five million population area like a blanket, with an 83.4% advertiser renewal average over a five-year period and with a commanding lead in local retail advertising, IS an essential station. With transmitter located in the geographical heart of Chicago, WAAF provides effective low-cost coverage of the entire market **without waste**. Awards and citations for war activities, public service and program standards testify that WAAF is doing a real job for the public and the advertiser alike.

THE RIGHT
SPOT ON THE DIAL

WAAF
CHICAGO 90, ILL.

950 Kilocycles
Atop the Palmer House

Represented Nationally by

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

WJJD

*Chicago's Largest
Independent Station*

20,000 WATTS

A

Marshall Field.

STATION

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

WCFL—CHICAGO

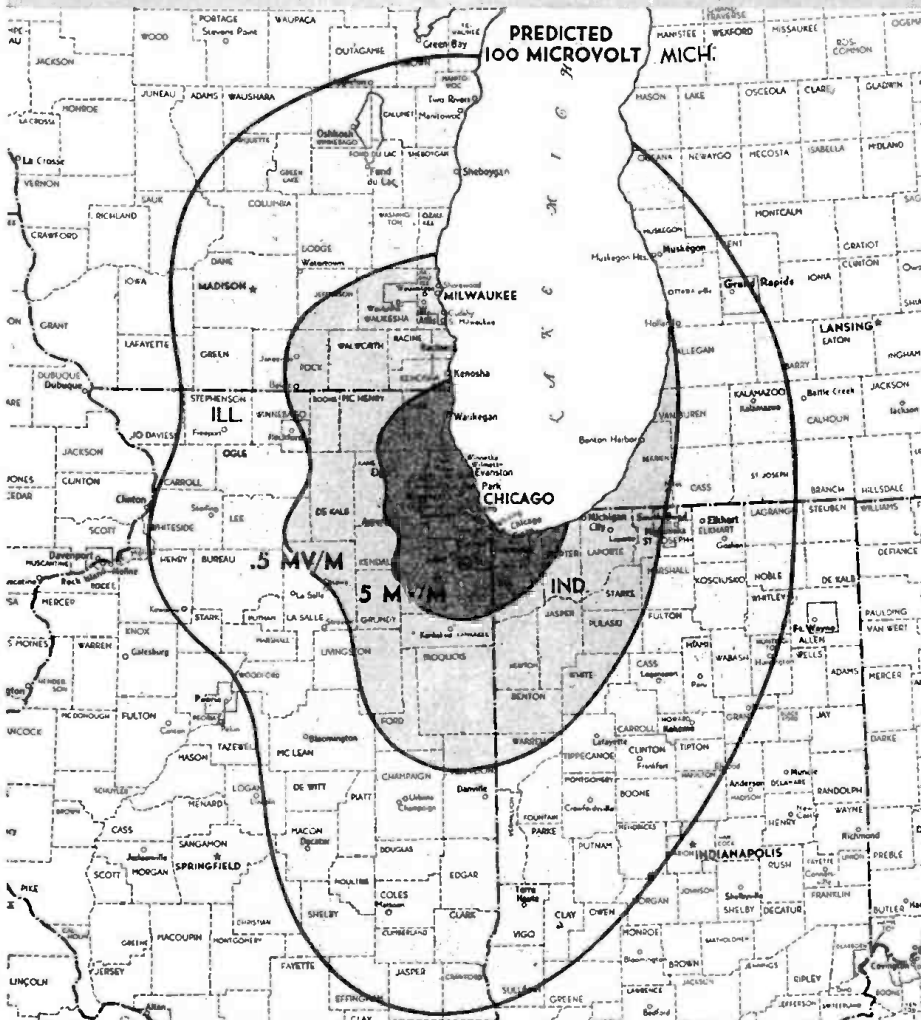
10000 Watt Transmitter
1000 Kilocycles
100 % Reception

*You Get Your
Money's Worth*

at

WCFL CHICAGO

THE VOICE OF LABOR



Accepted Interpretation of the

News by . . .

Martin Agronsky
Baukhage
Walter Kiernan
Moulton Kelsey
Richard Harkness
Dr. Schacher

Currently Featured

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
Metropolitan Opera

Programs expertly styled for listening pleasure and Sales Appeal

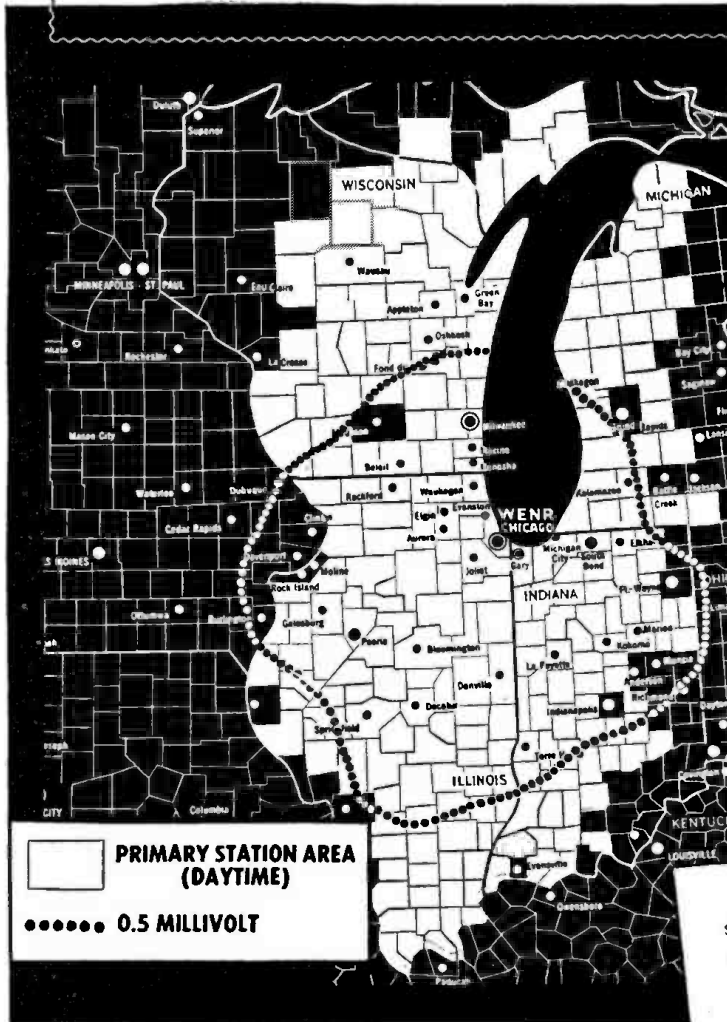
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

ILLINOIS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------|--------------|-------------------------|---------------------|--|-----------|---|--|--|
| CHICAGO 1 | WJJD | 1160 L-KSL | 20,000 | WJJD Inc. 230 N. Michigan Ave. State 5466 | Wolverine | Marshall Field Arthur F. Harre Fred G. Harm | Randy Blake Rob Ward Walter F. Myers | Raymer World AP, UP |
| CHICAGO 7 | WLS | 890 ST-WENR | 50,000 | Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700 | Blue | Burridge D. Butler Glenn Snyder Chick Freeman | Harold A. Safford Don Finlayson Thomas L. Rowe | Blair Standard AP, UP, TP |
| CHICAGO 54 | WMAQ | 670 | 50,000 | National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8800 | NBC | MBC—Harry C. Kopf Harry C. Kopf Oliver Morton | Jules Herbuveaux Emmons C. Carlson H. C. Luttgens | NBC Spot Thesaurus MacGregor Standard AP, UP, INS |
| CHICAGO 10 | *WMBI | 1110 L-WBT, KFAB | 5,000 | Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570 | | Moody Bible Institute Henry C. Crowell | Wendell P. Loveless Russell T. Hitt A. P. Frye | Thesaurus UP |
| CHICAGO 12 | WSBC | 1240 SH-WCRW, WEDC | 250 | Radio Station WSBC 2400 W. Madison St. Monroe 9060 | | Partnership Robert O. Miller Julius Miller | Robert O. Miller | Associated |
| CICERO 50 | WHFC | 1450 | 250 | WHFC Inc. 6188 W. Cermak Road Cicero 4305 | | R. W. Hoffman M. E. Clifford | M. E. Clifford G. M. Ives | UP |
| DANVILLE | WDAN | 1490 | 250 | Northwestern Publishing Co. Hotel Wolford 1700 | CBS | Gannett Newspapers E. C. Hewes | Cody Noble Chapman Ted Magin | McKinney Standard UP |
| DECATUR 21 | WSOY | 1340 | 250 | Commodore Broadcasting Inc. 357 N. Main St. 5371 | CBS | Edward E. Lindsay Edward E. Lindsay Charles F. Bruce | Easter Straker Paul Wnorowski | Weed World Standard AP |
| E. ST. LOUIS | WTMV | 1490 | 250 | Mississippi Valley Bcastg. Co. Broadview Hotel Bridge 3424 | | Carlin S. French Carlin S. French F. J. Prendergast | Agnes Mites Tom Riggs Erle White | Sears & Ayer MacGregor INS |
| GALESBURG | WGIL | 1400 | 250 | Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626 | | L. A. Pritchard R. B. Laughner Jr. | Parke Thompson Parke Thompson Harvey C. Day | Sears & Ayer Standard UP |
| HARRISBURG | WEBQ | 1240 | 250 | Harrisburg Broadcasting Co. 110 E. Poplar St. 28 | KBS | Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor | Mary Downen Bernie Smith Jos. R. Tate | UP |
| HERRIN | WJPF | 1340 | 250 | Orville W. Lyeria Box 179 382 | | Orville W. Lyeria Chas. R. Cook | Chas. R. Cook Marion Sawyer | World UP |
| JACKSONVILLE | WLDS | 1180 | 250-D | Stephenson, Edge & Kormsmeier Fox Illinois Theater Bldg. 1180 | KBS | Partnership E. J. Kormsmeier E. J. Kormsmeier | LaFern Coultas Gerald J. Cassens | Standard UP |
| JOLIET | WCLS | 1340 | 250 | WCLS Inc. 601 Walnut St. 4761 | KBS | Walter Ashe Robert M. Holt Raymond Fay | Marcia Mitchell Marjorie Pyle Lester DeCosta | Associated UP |
| PEORIA 2 | WMBD | 1470 | 5,000-LS 1,000-N | Peoria Broadcasting Co. Alliance Life Bldg. 7183 | CBS | Edgar L. Bill Edgar L. Bill Hugh K. Boice Jr. | Vernon Nolte James Kyler Ted Giles | Free & Peters World AP, UP |
| QUINCY | WTAD | 930 | 1,000 | Lee Broadcasting Inc. 510 Maine St. 6200 | CBS | F. C. Eighmey Walter J. Rothschild Walter J. Rothschild | C. Arthur Fifer Mildred Vereheyen J. E. Gray | Katz Lang-Worth Standard AP, UP |
| ROCKFORD | WROK | 1440 | 1,000-LS 500-N | Rockford Broadcasters Inc. News Tower Main 5632 | Blue | Rockford Broadcasters Inc. Walter Kessler John J. Dixon | Maurice P. Owens Wm. R. Traun T. C. Cameron | Headley-Reed World UP |
| ROCK ISLAND | WHBF | 1270 | 5,000 | Rock Island Broadcasting Co. Safety Bldg. 918 | MBS | John W. Potter Leslie C. Johnson Maurice J. Corken | Forest W. Cooke Theodore A. Arnold Robert J. Sinnett | Wilson Lang-Worth MacGregor Standard Thesaurus AP, UP, TP |
| SPRINGFIELD | WCBS | 1450 | 250 | WCBS Inc. 523 E. Capitol Ave. 9855 | Blue | H. L. Dewing L. G. Pefferle C. W. Need C. W. Need | John Geil F. A. Harbauer H. L. Dewing | Sears & Ayer MacGregor AP |
| SPRINGFIELD | WTAX | 1240 | 100 | WTAX Inc. Reisch Bldg. 2-4441 | CBS | Jay A. Johnson Jay A. Johnson J. A. Johnson | Gladys M. McGrew Eli C. Swaringen | Weed Associated UP |
| TUSCOLA | WDZ | 1050 | 1,000-D | WDZ Broadcasting Co. Star Bldg. 98 | | Edgar L. Bill Walter C. Schafer Robert Livingston | Fran Booton Robert Livingston Theodore A. Giles | Wilson Standard UP |
| URBANA | *WILL | 580 | 5,000-D | University of Illinois 1010 S. Wright St. 7-2616 | | A. C. Willard Jos. F. Wright | Frank E. Schooley A. James Ebel | AP |

**"That's a lot of coverage . . . but
DOES ANYONE LISTEN
TO WENR?"**



You be the judge!

- A WENR advertiser received 700% more returns than expected!
- A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!
- On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

COST ANALYSIS OF MAJOR CHICAGO STATIONS *

| Station | Families | Cost per 1,000 | % Increase over WENR |
|---------|-----------|----------------|----------------------|
| WENR | 3,403,000 | .03 | 100.00 |
| A | 2,157,000 | .06 | 66.6 |
| B | 2,424,000 | .05 | 33.3 |
| C | 3,188,000 | .04 | |

* Based on a 15-minute daytime show, 5 times per week.
 Source - NBC All-County Survey.

WENR

50,000 WATTS — A CLEAR CHANNEL STATION — 890 KILOCYCLES
 Owned and Operated by the Blue Network Company
 Represented Nationally by Blue Spot Sales
 New York Chicago Hollywood Detroit

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

INDIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|---------------------|--|-------------|---|---|--|
| ANDERSON..... | WHBU | 1240 | 250 | Anderson Broadcasting Corp. Citizens Bank Bldg. 7791 | Blue | C. Bruce McConnell (Robert E. Bausman John R. Atkinson Robert E. Bausman | Loyal Podhaski | Weed Standard UP |
| ELKHART..... | WTRC | 1340 | 250 | Truth Publishing Co., Inc. Hotel Elkhart 945 | Blue KBS | C. D. Greenleaf R. R. Baker Paul Upson | Margaret Lantz Blanche L. Baker Lester Zellmer | Burn-Smith Standard MacGregor World UP |
| EVANSVILLE 8..... | WEOA | 1400 | 250 | Evansville on the Air Inc. 519 Vine St. 2-1171 | CBS | Evansville on the Air, Inc. Clarence Leich Clarence Leich | Mrs. Pat Roper Guy R. Crecelius Fay Gehres | Weed World Standard UP |
| EVANSVILLE 8..... | WGBF | 1280 | 5,000-LS 1,000-N | Evansville on the Air Inc. 519 Vine St. 2-1171 | NBC | Evansville on the Air, Inc. Clarence Leich Clarence Leich | Mrs. Pat Roper Guy R. Crecelius Fay Gehres | Weed World Standard UP |
| FORT WAYNE 2.... | WGL | 1450 | 250 | Farnsworth Television & Radio Corp. 925 S. Harrison St. Anthony 2136 | NBC | Farnsworth Tel. & Radio Corp. Paul E. Mills Paul E. Mills | Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts | NBC Spot World Standard UP |
| FORT WAYNE 2.... | WOWO | 1190 | 10,000 | Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136 | Blue | Westinghouse E. & M. Co. Paul E. Mills Paul E. Mills | Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts | NBC Spot World Standard UP |
| HAMMOND..... | WJOB | 1230 | 250 | Radio Station WJOB 449 State St. 9800 | | O. E. Richardson O. E. Richardson R. C. Adair | L. B. Weller Stanley Strasburg | Cox & Tanz Associated UP |
| INDIANAPOLIS 4 ... | WFBM | 1260 | 5,000 | WFBM Inc. 48 Monument Circle Lincoln 8506 | CBS | Harry M. Bitner Frank O. Sharp William F. Kiley Jr. | Jeanne M. Bitner Edward Schneider Harrold S. Holland | Katz Associated AP, INS |
| INDIANAPOLIS 6.... | WIBC | 1070 | 5,000 | Indiana Broadcasting Corp. Indianapolis Athletic Club Lincoln 2805 | MBS | Indianapolis News Alex Campbell Jr. | Stan Corley Harry Adams | Blair Associated Lang-Worth AP, UP |
| INDIANAPOLIS 44... | WIRE | 1430 | 5,000 | Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541 | NBC | Eugene C. Pulliam Eugene C. Pulliam Rex Schepp | Wm. Dean Eugene E. Alden | Pearson World Lang-Worth AP, UP |
| INDIANAPOLIS 4 ... | WISH | 1310 | 5,000-LS 1,000-N | Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345 | Blue | C. Bruce McConnell (C. Bruce McConnell Robert E. Bausman Robert E. Bausman | Felix D. Adams Lyman G. Hunter Stokes Gresham Jr. | Free & Peters Standard AP, Reuters |
| KOKOMO..... | WKMO | 1400 | 250 | Kokomo Broadcasting Corp. College Bldg. 5171 | CBS KBS | Kokomo Broadcasting Corp. John Carl Jeffrey John Carl Jeffrey | Ward Charles Glenn J. C. Jeffrey George Palmer | Wilson UP |
| LAFAYETTE 1..... | WASK | 1450 | 250 | WFAM Inc. Wallace Bldg. 4300 | | O. E. Richardson Joe Spring Joe Spring | William N. Warren Sr. Harry C. Garba | Cox & Tanz World AP |
| MUNCIE..... | WLBC | 1340 | 250 | Donald A. Burton P. O. Box 271 4403 | CBS | Donald A. Burton Donald A. Burton William F. Craig | Maury Crain | Walker Standard AP, UP |
| RICHMOND..... | WKBV | 1490 | 250 | Central Broadcasting Corp. 25 S. 9th St. 1156 | MBS | J. Robert Quigg G. F. Albright Roland L. Nusbaum | Robert C. Hanika Roland L. Nusbaum | World Standard UP |
| SOUTH BEND 4.... | WHOT | 1490 | 250 | South Bend Broadcasting Corp. St. Joseph & Monroe Sts. 3-4155 | Blue | C. Bruce McConnell (Robert E. Bausman Harry Burdick Robert E. Bausman | Orville R. Foster George Stevenson Jack Willson | Weed Standard Thesaurus AP |
| SOUTH BEND 26 ... | WSBT | 960 | 1,000 | South Bend Tribune Colfax Ave. & Lafayette Blvd. 3-6161 | CBS | F. A. Miller Franklin D. Schurz Robert H. Swintz | Mark H. Boyden Neal B. Welch H. G. Cole | Raymer Associated Lang-Worth UP |
| TERRE HAUTE | WBOV | 1230 | 250 | Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394 | NBC | Alvin Eades George M. Jackson George M. Jackson | Lee J. Baxter Jill Gizzard Donald D. Aldrich | Weed Standard AP, UP |
| VINCENNES | WAOV | 1450 | 250 | Vincennes Newspapers Inc. 320 Busserson St. 787 | MBS | Eugene C. Pulliam Victor H. Lund Richard B. Harris | Victor H. Lund Eugene E. Alden | Pearson World Lang Worth UP |
| WEST LAFAYETTE.. | *WBAA | 920 | 5,000-LS 1,000-N | Purdue University Hall of Music 92-2123 | | Purdue University | Jim Miles John W. Ditamore | Standard Thesaurus AP |

For Indianapolis and Surrounding Territory
Wise Time-Buyers Give Top Priority to WFBM

Indiana's

first

Radio Station!

first FOR LOYAL LISTENERS!

Through intelligent programming, WFBM has built up a tremendous, ever-growing audience. Despite wartime handicaps, we have constantly maintained a well-balanced program schedule . . . supplementing outstanding features of the CBS with top-notch local and public service programs.

first FOR AGGRESSIVE MERCHANDISING ASSISTANCE!

Now as always, WFBM energetically boosts its advertisers with well-planned merchandising assistance . . . using bill-boards, newspapers, direct mail, personal calls by the station's merchandising representatives and other effective means of stimulating sales.

first FOR MORE PROFITABLE SALES!

Sending a strong, clear signal throughout the great central plain of Indiana, WFBM reaches a homogeneous, able-to-buy audience that responds as a single unit to any sound sales campaign.

WFBM



REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING • *Broadcast Advertising*

1945 Yearbook Number • Page 97

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

IOWA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|-------------------------|---|--|--|
| AMES..... | *WOI | 640 | 5,000-D | Iowa State College of A. & M. Ames 281 | | Iowa State College of A. & M. W. I. Griffith | Richard B. Hull Edward Wegener L. L. Lewis | World AF |
| BOONE..... | *KFGQ | 1260 | 250-D | Boone Biblical College 924 W. Second St. | | Boone Biblical College | | |
| BURLINGTON..... | KBUR | 1490 | 250 | Burlington Broadcasting Co. National Bank Bldg. 680 | Blue | Dan T. Riley G. B. McDermott Richard Mosena | Mary Mangold T. C. Jensen John Gallino | Rambeau World UP |
| CEDAR RAPIDS..... | WMT | 600 | 5,000 | American Bcstg. Stations Inc. Paramount Theater Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618 | CBS, MBS | {Helen S. Mark Wm. B. Dolph Wm. B. Quarton Donald D. Sullivan | Douglas B. Grant Leo F. Cole George P. Hixenbaugh | Katz Standard MacGregor Lang-Worth AP, UP, INS |
| CLINTON..... | KROS | 1340 | 250 | Clinton Broadcasting Corp. Jacobsen Bldg. 448 | MBS No. Central | W. S. Jacobsen Morgan Sexton Morgan Sexton | Lucille De Leers Morgan Sexton Gilbert Andrew | Walker Standard UP |
| DAVENPORT..... | WOC | 1420 | 5,000 | Tri-City Broadcasting Co. 1002 Brady St. 3-3661 | Blue Cornbelt | B. J. Palmer Beryl Lottridge L. O. Fitzgibbons | Marshall Dane Jane Boom Paul G. Arvidson | Free & Peters World UP |
| DECORAH..... | *KWLC | 1240 | 250-D | Luther College 600 Leiv Eirikson Drive 690 | | Dr. O. J. H. Preus Richard Bergstrom | Richard Bergstrom Oliver M. Eittrien | |
| DES MOINES 4..... | KRNT | 1350 | 5,000 | Cowles Broadcasting Co. Register & Tribune Bldg. 3-2111 | Blue CBS (June 15) | Gardner Cowles Jr. Phil Hoffman Robert Dillon | Charles Miller Orville Lawson Charles Quentin | Katz Standard Lang-Worth AP, UP |
| DES MOINES 9..... | KSO | 1460 | 5,000 | Kingsley H. Murphy Old Colony Bldg. 3-0571 | Blue, MBS CBS (June 15) | Kingsley H. Murphy George J. Higgins George J. Higgins | Edmund Linehan Ken Lufkin F. E. Bartlett | Headley-Reed Standard World AP, UP |
| DES MOINES 7..... | WHO | 1040 | 50,000 | Central Broadcasting Co. 914 Walnut St. 3-7147 | NBC Cornbelt | B. J. Palmer J. O. Maland E. H. Bondurant | Harold Fair Harold Fulton Paul A. Loyet | Free & Peters Lang-Worth MacGregor Thesaurus UP, INS |
| DUBUQUE..... | KDTH | 1370 | 1,000 | Telegraph-Herald 8th Ave. at Bluff St. 1603 | MBS No. Central | F. W. Woodward Kenneth S. Gordon Warren J. Binkley | Arnold Stierman K. S. Gordon Charles Cain | Pearson Standard AP |
| DUBUQUE..... | WKBB | 1490 | 250 | Dubuque Broadcasting Co. Hotel Julien 572 | Blue | James D. Carpenter James D. Carpenter Harry Hatzenbuehler | Jeanne Wiedner James D. Carpenter Loenard T. Carlson | Burn-Smith Associated UP |
| FORT DODGE..... | KVFD | 1400 | 250 | Northwest Broadcasting Co. Warden Bldg. Walnut 3761 | MBS No. Central | Edward Breen Edward Breen Marjorie Rudolph | Drexel Peterson Irene Wretman David G. Sinclair | MacGregor UP |
| IOWA CITY..... | *WSUI | 910 | 5,000 | State University of Iowa Iowa City 2111 | | State University of Iowa Carl H. Menzer | Pearl Broxam S. J. Ebert | AP |
| MARSHALLTOWN .. | KFJB | 1280 | 250 | Marshall Electric Co. 1603 W. Main St. 3361 | MBS No. Central | Earl N. Peak Earl N. Peak | O. L. Russell Eugene Peak | UP |
| MASON CITY..... | KGLO | 1300 | 5,000 | Lee Radio Inc. 12 2nd St. N. E. 2800 | CBS | Lee P. Loomis F. C. Eighmey Herbert R. Ohrt | Merritt Milligan Roger Sawyer | Weed Standard AP, UP |
| OTTUMWA..... | KBIZ | 1240 | 250 | KBIZ Inc. 117 E. Main St. 5600 | MBS | James J. Conroy James J. Conroy Eleanor M. Haling | Roy L. Dawson Eleanor M. Haling Alvin P. Johnson | Rambeau World UP |
| SHENANDOAH..... | KFNF | 920 ST-KUSD | 1,000-LS 500-N | KFNF Inc. 407 N. Sycamore St. 1 | | Henry Field Frank Stubbs Frank Stubbs | Frank Stubbs Robert N. Barkman | Standard AP |
| SHENANDOAH..... | KMA | 960 | 5,000 | May Broadcasting Co. N. Elm St. 192 | Blue, MBS Cornbelt | Earl E. May J. C. Rapp | Terry Moss Harriet Lingo Ray Schroeder | Free & Peters UP |
| SIOUX CITY 1..... | KSCJ | 1360 | 5,000 | Perkins Bros. Co. Box 118 5-7993 | Blue CBS (June 15) | W. R. Perkins Eugene T. Flaherty Eugene T. Flaherty | Eugene T. Flaherty Jean Harraday Alvin H. Smith | Hollingbery MacGregor AP |
| SIOUX CITY 9..... | KTRI | 1450 | 250 | Sioux City Broadcasting Co. Commerce Bldg. 8-0165 | MBS No. Central | {The Tribune Co. Dietrich Dirks Dietrich Dirks Dietrich Dirks | Al Triggs Mary Lou Sheer Bob Beck | Burn-Smith Associated UP |
| SPENCER..... | KICD | 1240 | 250 | Iowa Great Lakes Bcstg. Corp. Box 631 45 | MBS No. Central | L. W. Andrews G. H. Sondergaard Jon S. Shafer | Jerry Ashe Jon S. Shafer Hewitt Grotewohl | Holman AP |
| WATERLOO..... | KXEL | 1540 | 50,000 | Josh Higgins Broadcasting Co. Insurance Bldg. 3371 | Blue | Joe DuMond Joe DuMond A. J. DuMond | Em Owen Elizabeth M. Gahre Don Kassner | Blair Standard AP |
| WATERLOO..... | WMT | 600 | 5,000 | (See Cedar Rapids, Ia.) | | | | |

What's **WHO** got?

1 LARGEST PRIMARY COVERAGE

WHO is only I-A Clear Channel station in Iowa. With 50,000 watts, gives you larger daytime and/or night-time primary coverage than any other station

in Iowa. Daytime listening area includes nearly all Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

2 GREATEST SECONDARY COVERAGE

WHO is only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing

in mail during winter months from 30 to 44 states regularly—from more than 50% of all U. S. counties.

3 BEST PROGRAM SERVICE

WHO is only NBC station in Iowa—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers.

Tops in News—60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

4 GREATEST POPULARITY

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P.M., 57.7% to WHO vs. 15.8%

to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 Surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy.

5 GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods
—by 68.3% of Iowa grocers, vs. 30.5% for newspapers
—by 87.4% of Iowa druggists, vs. 7.8% for newspapers
WHO is considered most effective radio station in

State—
—by 54.7% of Iowa grocers, vs. 10.1% for Station B
—by 61.9% of Iowa druggists, vs. 1.5% for Station B
(According to polls by Iowa Retail Grocers & Meat Dealers Assn. and Iowa Pharmaceutical Assn.)

6 HIGHEST RATINGS

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A.M. to 6:00 P.M. Monday through Friday, and evenings, 6:00 P.M. to 10:00 P.M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone—Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A.M. to 6:00 P.M., Mon. through Fri., 60%
6:00 P.M. to 10:00 P.M., Sun. through Sat., 66.9%

Write for free copy of complete report on "City Zone vs. Outside Zone Comparison".

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.

WHO for IOWA Plus!

Des Moines . . . 50,000 Watts

B. J. Palmer, President . . . J. O. Maland, Manager

FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

KANSAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---------------------|---|---------------------|---|---|---|
| ATCHISON | KVAK | 1450 | 250 | S. H. Patterson 622 1/2 Commercial St. 1420 | MBS KBS | S. H. Patterson Jerry Akers David G. Roberts | Joseph Peck Charles Rayburn | AP |
| COFFEYVILLE | KGGF | 690 | 1,000-LS 500-N | Hugh J. Powell Journal Bldg. 147 | Blue | Hugh J. Powell Bert H. Powell Ed Spoonamore | Ozzie Osborn Anna Marie McGrath J. Sarto Jaminet | Weed World Thesaurus' AP |
| DODGE CITY | KGNO | 1370 | 1,000-LS 250-N | Dodge City Broadcasting Co. Dodge City 1340 | KBS | J. C. Denious N. C. Petersen Dorothy Stavig | Herschel Holland Ralph Hickman | Hagg Standard AP |
| EMPORIA | KTSW | 1400 | 250 | Emporia Broadcasting Co. Inc. Emporia 153 | MBS Kansas | Selleck B. Warren J. Nelson Rupard | Miriam Porter Burt Harrison Harold C. Davis | World AP |
| GARDEN CITY | KIUL | 1240 | 250 | Frank D. Conrad 509 N. Main St. 665 | MBS KBS | Frank D. Conrad Al Pyatt Al Pyatt | Betty Woodward Robert W. Snyder | Cox & Tanz MacGregor UP |
| GREAT BEND | KVGB | 1400 | 250 | KVGB, Inc. | MBS Kansas | | | Lang-Worth UP |
| HUTCHINSON | KWBW | 1450 | 250 | Nation's Center Broadcasting Co. 101 E. Ave. A 5202 | NBC | (Stanley Marsh William Wyse William Wyse Vern Minor | Ann Brookshier Vern Minor Millard Clary | Lang-worth UP |
| KANSAS CITY | KCKN | | | (See Missouri Listing, page 114) | | | | |
| LAWRENCE | *KFKU | 1250 ST-WREN | 5,000-LS 1,000-N | University of Kansas 111 Fraser KU 190 | | University of Kansas Harold G. Ingham | Mildred I. Seaman R. P. Stringham | |
| LAWRENCE | WREN | 1250 ST-KFKU | 5,000-LS 1,000-N | WREN Broadcasting Co. Inc. WREN Bldg. 110 | Blue | R. C. Jackman Verl Bratton Verl Bratton | George Goldsmith George Goldsmith Carl Bleisner | Hollingbery MacGregor Thesaurus UP |
| MANHATTAN | *KSAC | 580 ST-WIBW | 1,000-LS 500-N | Kansas State College Manhattan 2236 | | Milton E. Eisenhower H. Umberger | L. L. Longsdorf Bernard P. Holbert | |
| PITTSBURG | KOAM | 810 | 1,000-D | Pittsburg Broadcasting Co., Inc. Box 503 2165 | NBC | E. V. Baxter R. E. Wade | Leo S. Stafford | Pearson World INS |
| SALINA | KSAL | 1150 | 1,000 | KSAL Inc. 201 W. Iron 100 | MBS Kansas | R. J. Laubengayer R. V. Jensen R. V. Jensen | R. D. Preusch Wendell Elliott N. E. Vance Jr. | Pearson Standard MacGregor Thesaurus AP |
| TOPEKA | WIBW | 580 ST-KSAC | 5,000 | Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377 | CBS | H. S. Blake Ben Ludy Ben Ludy | Maude Shreffler R. G. Marquardt | Capper Standard AP, UP |
| WICHITA 2 | KANS | 1240 | 250 | KANS Broadcasting Co. Hotel Lassen 4-2387 | NBC | Herb Hollister Jack Todd Jack Todd | Vic Rugh Vic Rugh Charles Lucy | Headley-Reed Standard Thesaurus UP, AP |
| WICHITA 1 | KFBI | 1070 | 5,000-LS 1,000-N | Farmers & Bankers Bcstg. Corp. First & Market Sts. 2-1447 | Blue, MBS Kansas | H. K. Lindsley Robert K. Lindsley Robert K. Lindsley | Lester Weatherwax Ralph Varnum K. W. Pyle | Hollingbery World UP, INS |
| WICHITA 2 | KFH | 1330 | 5,000 | Radio Station KFH York Rite Bldg. 2-4491 | CBS | M. M. Murdock Piez S. Clark Clark A. Luther | Vernon E. Reed Clark A. Luther Amos C. Dadisman | Petry Lang-Worth AP, UP |

KENTUCKY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|----------------|---|------------|---|--|--|
| ASHLAND | WCMI | 1340 | 250 | Ashland Broadcasting Co. Inc. Radio Bldg. 3010 | MBS | Gilmore N. Nunn L. D. Newman | Chas. Warren Clarence Weaver | Pearson Standard UP |
| BOWLING GREEN | WLBj | 1340 | 250 | Bowling Green Bcstg. Co. Inc. Fairview & Lehman Ave. 1340 | MBS KBS | Ken D. Given Ken D. Given Ken D. Given | Helen K. Given Helen K. Given James A. Hight Jr. | Burn-Smith Standard UP |
| HARLAN | WHLN | 1230 | 250 | Blanfox Radio Co. Inc. Harlan 625 | KBS | J. Francke Fox R. B. Helms R. B. Helms Stuart Odell | Stuart Odell Eddie Whitehart J. Francke Fox | Burn-Smith World UP |
| HENDERSON | WSON | 860 | 500-D | Henderson Broadcasting Co. Inc. Zion Road 3923 | KBS | Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey | Martha Jane Reed Hecht S. Lackey B. A. Smith | Sears & Ayer Thesaurus Associated AP, UP |
| HOPKINSVILLE | WHOP | 1230 | 250 | Hopkinsville Broadcasting Co. Inc. Box 539 1025 | CBS KBS | Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey | Mary Virginia Parrish F. Ernest Lackey Charles W. Stratton | Sears & Ayer World Associated AP, UP |
| LEXINGTON | WLAP | 1450 | 250 | American Broadcasting Corp. Radio Building 1721 | Blue, MBS | Gilmore N. Nunn J. E. Willis J. E. Willis | Lowry Kohler Lowry Kohler Sanford Helt | Pearson Standard UP |

Here are cold, hard, usable *FACTS* about the *WIBW MARKET*

If you have any kind of a selling job to do in the area shown below, these are mighty important facts to you. Shorn of all ballyhoo and half-

truths, they give you the basic details that have pointed the way to hundreds of outstandingly successful campaigns during the past two decades.

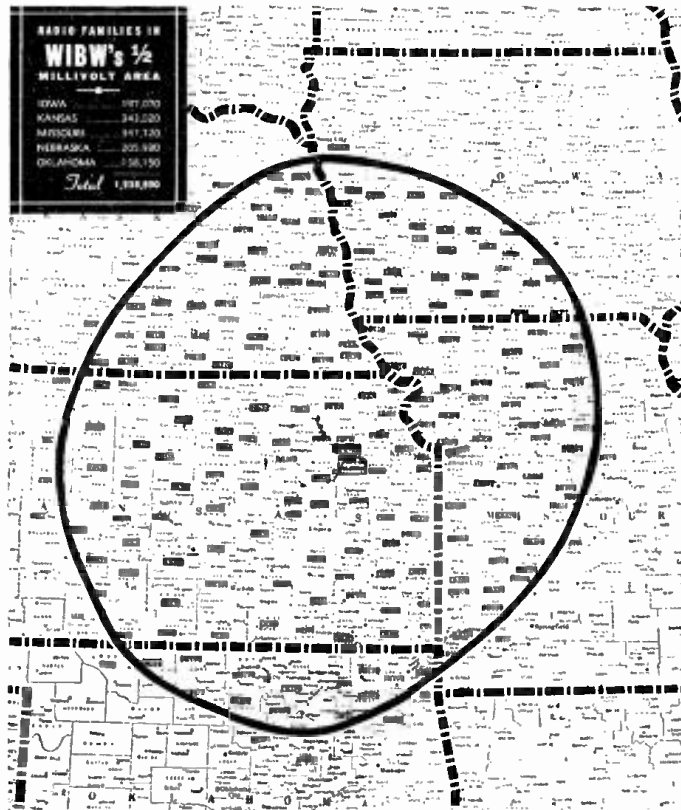
What is WIBW's Coverage?

It includes Kansas and important population areas in adjoining states. We're not showing a mail map because you'd say that no 5,000 watt station could produce such consistent, widespread results.

WIBW does, though! The reason is a happy combination of a honey of a frequency (580 kc) and one of America's highest rating soil conductivities. Engineers tell us it lays down a signal equal to a million watts at the other end of the dial.

What is WIBW's program structure?

From daybreak until midnight, our programs are geared to the entertainment and service demands of farm and small town listeners. (Determined by continuing personal surveys by Dr. F. L. Whan of the University of Wichita. Published annually under the title of "The Kansas Radio Audience").



How many listeners does WIBW have?

For convenience, figure slightly over FIVE MILLION people for whom WIBW is the "Easiest heard" and "Most listened to" station. (Source: Kansas Radio Audience, 1944)

Do they buy?

With their large, active, hungry families, they're tremendous buyers, even in normal years. Today, their income is swollen by extra-high prices for the second largest crop year on record. Yes, WIBW listeners are both ready and able to buy.

How do you know they listen to WIBW?

Exclusive of statewide personal surveys previously mentioned, we have some figures on mail response we'd like to show you. They give WIBW an audience as solid as the Democratic vote in Alabama. Ask about them.

To do a 100% sales job in this area, WIBW is a must!

MORE FACTS: At your service is WIBW's talent staff . . . large enough to do credit to a super-power station.

Our entertainers, announcers and musicians are personalities—known to our listeners by their first names.

WIBW is the CBS outlet for the area shown above. This means top-flight programs and established prestige.

Long experience enables us to give you valuable suggestions on how to merchandise this territory for maximum results . . . as we've proved to advertiser after advertiser.

Finally, WIBW has a long-established reputation that we intend to maintain—that of producing consistent, low cost results. Let us prove this to your satisfaction . . . through the sale of *your* product.

WIBW

IN TOPEKA *"The Voice of Kansas"*
COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

KENTUCKY—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|------------|---|---|--|
| LOUISVILLE 2..... | WAVE | 970 | 5,000 | WAVE Inc. 334 E. Broadway Wabash 6543 | NBC | Maj. George W. Norton Jr. Nathan Lord James F. Cox | George C. Patterson Bunch Sanders Wilbur Hudson | Free & Peters Lang-Worth Thesaurus AP, INS |
| LOUISVILLE 2..... | WGRC | 1400 | 250 | Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871 | MBS | J. Porter Smith Charles L. Harris J. Porter Smith | Ward V. Hatcher H. R. Hunter Perry Esten | Burn-Smith Standard Associated AP, UP |
| LOUISVILLE 2..... | WHAS | 840 | 50,000 | Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211 | CBS | Barry Bingham W. Lee Coulson Joseph S. Eaton | A. W. Marlin J. M. Wynn {Orrin W. Townner (leave) D. C. Summerford | Petry Standard Associated AP, UP |
| LOUISVILLE 1..... | WINN | 1240 | 250 | Kentucky Broadcasting Corp. Inc. Tyler Hotel 5148 Wabash | Blue | Nelle M. Kendrick Harry McTigue G. F. Bauer | Mary V. Doty Vernon R. Nunn | Stone Roesler MacGregor Standard AP |
| OWENSBORO..... | WOMI | 1490 | 250 | Owensboro Broadcasting Co. Inc. Byars Ave. & Livermore Rd. 420 | MBS KBS | Lawrence W. Hager Hugh O. Potter Malcolm Greep | Cliffordean Potter Hugh Potter Leslie Goodaker | Standard AP |
| PADUCAH..... | WPAD | 1450 | 250 | Paducah Broadcasting Co. Inc. Taylor Building 4100 | CBS KBS | Pierce E. Lackey Pierce E. Lackey Gene Peak | Gene Peak U. C. Morris | Sears & Ayer World Associated MacGregor AP, UP |

LOUISIANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-----------------|---|--------------------|--|---|--|
| ALEXANDRIA 4..... | KALB | 1240 CP-580 | 250 CP-1,000 | Alexandria Broadcasting Co. Inc. 505 Johnston St. 3335 | Blue | Walter H. Allen E. R. Cappellini E. R. Cappellini | Dorothy T. Aden E. R. Cappellini Jesse Sexton | Weed Standard AP, INS |
| BATON ROUGE 8... | WJBO | 1150 | 5,000 | Baton Rouge Broadcasting Co. 444 Florida St. 5271 | Blue | Charles P. Manahip J. Roy Dabadie T. E. Gibbens | Charles L. Planchard Robert N. Bailey Donald K. Allan | Hollingbery World Standard AP, UP |
| LAFAYETTE..... | KVOL | 1340 | 250 | Evangeline Broadcasting Co. Inc. 519 S. Buchanan 2101 | NBC | Morgan Murphy George H. Thomas B. H. Bailey Jr. | Lela L. Turner B. H. Bailey Jr. | Standard MacGregor World UP |
| LAKE CHARLES..... | KPLC | 1490 | 250 | Calcasieu Broadcasting Co. Majestic Hotel 2713 | NBC | T. B. Janford David Wilson David Wilson | Margaret Mercer Joe Campbell Earl C. Moses | Standard Thesaurus UP |
| MONROE..... | KMLB | 1230 | 250 | Liner's Broadcasting Station Inc. Frances Hotel 4321 | Blue | J. C. Liner J. C. Liner Jr. J. C. Liner Jr. | Marjorie Watson J. C. Liner Jr. O. L. Morgan | Standard UP |
| MONROE..... | KNOE | 1450 | 250 | James A. Noe Bernhardt Bldg. 912 | NBC | James A. Noe {James E. Gordon Guy Corley James E. Gordon | Elaine Hauserman W. D. Ross A. J. Bourgeois | McGillvra Thesaurus AP |
| NEW ORLEANS..... | WDSU | 1280 | 5,000 | Stephens Broadcasting Co. Hotel Monteleone Raymond 7135 | Blue | E. A. Stephens Fred Weber Fred Weber | Stanley Holiday J. Spoonmoor Charles Whitney | Blair Lang-Worth AP, UP |
| NEW ORLEANS 16.. | WJBW | 1230 | 250 | Chas. C. Carlson Audubon Bldg. Magnolia 3483 | | Charles C. Carlson P. K. Ewing P. K. Ewing | N. Dunne J. Giamalva C. C. Carlson | AP |
| NEW ORLEANS 12.. | WNOE | 1450 | 250 | James A. Noe St. Charles Hotel Raymond 0423 | MBS | James A. Noe James E. Gordon James E. Gordon | Beverly C. Brown Lowe Barnett Albert J. Bourgeois | McGillvra Standard AP |
| NEW ORLEANS 16.. | WSMB | 1350 | 5,000 | WSMB Inc. 901 Canal St. Magnolia 5921 | NBC So. Central | {Maison Blanche Co. {Paramount Richards Theatres Harold M. Wheelahan T. J. Fonteller | Harry Arthur J. J. Fontelier H. G. Nebe | Petry Lang-Worth Thesaurus AP |
| NEW ORLEANS 12.. | WWL | 870 | 50,000 | Loyola University Roosevelt Hotel Raymond 2194 | CBS | {Loyola University {Rev. P. A. Roy, S. J. W. H. Summerville Larry Baird | Ed Hoerner Alice R. Barclay J. D. Bloom | Katz World Standard UP |



**WE'RE
NOT THE
WIZARDS
OF OZ (Ky.)!**

Even "abracadabra" is a mystery to us! But no magic is required to know that such oddly-named Kentucky settlements offer little to entice radio advertisers. So we let the spark-spitting 50,000-watters reach 'em and have 'em. Our domain is the Louisville Trading Area, where pocket-books are bulging and where our crystal-ball-clear signal really does a job for advertisers! Want a job done for you, down here?

**LOUISVILLE'S
WAVE**

5000 Watts
FREE & PETERS, INC.



970 K. C. N. B. C.
NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

LOUISIANA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|--------------------|---|---|--|
| SHREVEPORT "R" | KRMD | 1340 | 250 | Radio Station KRMD Box 1712 6171 | Blue | {R. M. Dean T. B. Lanford Glenn V. Wilson | Elizabeth Alford Jerry Bozeman W. J. Wilkerson | T—H—S INS |
| SHREVEPORT 90... | KTBS | 1480 | 1,000 | Radio Station KTBS Box 1146 2-8711 | NBC So. Central | John C. McCormack B. G. Robertson Leslie H. Peard | B. G. Robertson B. G. Robertson C. H. Maddox | Petry Thesaurus Lang-Worth AP, UP |
| SHREVEPORT 92... | KWKH | 1130 | 50,000 | International Broadcasting Corp. Commercial Bldg. 2-8711 | CBS So. Central | John D. Ewing Fred Ohl J. A. Oswald | Howard Langfitt C. W. Doebler W. E. Antony | Branham Standard AP, UP |

MAINE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|------------------------------|---|--|--|
| AUGUSTA..... | WRDO | 1400 | 250 | WRDO Inc. 175 Water St. 2285 | NBC Yankee New England | Adeline B. Rines Quenton Crandall Walter Weightman | Dan Kelly Harold Dinsmore | Weed Associated UP |
| BANGOR..... | WABI | 910 | 1,000 | Community Bcstg. Service 57 State St. 6446 | CBS | F. B. Simpson F. B. Simpson Guy Corey | Harold Dorr Walter Dickson | MacGregor |
| BANGOR..... | WLBZ | 620 | 5,000 | Maine Broadcasting Co. Inc. | NBC New England Yankee | | | Thesaurus UP |
| LEWISTON..... | WCOU | 1240 | 250 | Twin City Broadcasting Co. | MBS Yankee | | | Standard UP |
| PORTLAND 3..... | WCSH | 970 | 5,000 | Congress Square Hotel Co. 157 High St. 3-9667 | NBC Yankee New England | Adeline B. Rines William H. Rines Albert W. Smith | Arthur Owens Linwood T. Pitman G. Fred Crandon | Weed Bannan Thesaurus AP, UP |
| PORTLAND 3..... | WGAN | 560 | 5,000 | Portland Broadcasting System Inc. 645a Congress St. 2-7489 | CBS | Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton | Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins | Raymer Standard UP |
| PRESQUE ISLE.... | WAGM | 1450-SH | 100 | Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821 | KBS | H. J. McGuire H. D. Glidden H. D. Glidden | L. E. Hughes | Cox & Tanz Foster World UP |

MARYLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|-----------------|---|---|--|
| BALTIMORE 3..... | WBAL | 1090 | 50,000 | Hearst Radio Inc. Lexington Bldg. Lexington 4900 | NBC | Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr. | James M. Kennedy Gerald W. Cooke | Petry Standard World AP, UP, INS |
| BALTIMORE 17.... | WCAO | 600 | 5,000 | Monumental Radio Co. 811 W. Lanyale St. Madison 7220 | CBS | Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne | (Gordon A. Scheibing George L. Filling L. Waters Milbourne Martin L. Jones | Raymer Lang-Worth INS |
| BALTIMORE 13.... | WCBM | 1400 | 250 | Baltimore Broadcasting Corp. North & Harford Ave. University 8400 | Blue | John Elmer George H. Roeder John Elmer | Charles A. Roeder P. E. Wolfe August E. Eckels | Free & Peters MacGregor Lang-Worth UP, INS |
| BALTIMORE 2..... | WFBR | 1300 | 5,000 | Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300 | MBS Maryland | Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner | Bert Hanauer Robert S. Maslin Jr. William Q. Ranft | Blair World UP, INS |
| BALTIMORE 3..... | WITH | 1230 | 250 | Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808 | | Thomas G. Tinsley Helen Powers R. C. Embry | Raymond W. Baker James T. Mahoney James S. Duff | Headley-Reed Associated Standard Lang-Worth AP |
| CUMBERLAND..... | WTBO | 1450 | 250 | Associated Broadcasting Corp. 31 Frederick St. 298 | NBC | Aurelia S. Becker Aurelia S. Becker | David W. Jefferies | Spot Sales World AP, UP |
| FREDERICK..... | WFMD | 930 | 500 | Monocacy Broadcasting Co. Winchester Hall 1626 | CBS | Laurence Leonard Laurence Leonard William E. Hardy | Eve Chamberlain Leonard William E. Hardy Julius Thiel | Wilson World Lang-Worth AP, TP |
| HAGERSTOWN..... | WJEJ | 1240 | 250 | Hagerstown Broadcasting Co. Franklin Court 2323 | MBS Maryland | Dr. A. I. Blessing Grover C. Crilley Hal Seville | Bernice Crilley Grover C. Crilley George McIntyre | Lang-Worth Associated TP, AP |
| SALISBURY..... | WBOC | 1230 | 250 | Peninsula Broadcasting Co. Radio Park 2480 | MBS Maryland | John W. Downing Charles J. Truitt Charles J. Truitt | Jane Allen Trescott Petro Alfonsi | World UP |



Approved

THE
WTBO *~~~~* NBC
AFFILIATION

as shown by

RENEWALS FROM SPONSORS

and

HOOPER LISTENER RATINGS

WTBO
Cumberland
MARYLAND

UNITED PRESS



ASSOCIATED PRESS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

MASSACHUSETTS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|-------------------|---|-----------------|---|---|--|
| BOSTON 16..... | WBZ | 1080 | 50,000 | Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261 | NBC New England | Westinghouse-Walter C. Evans C. S. Young C. H. Masse | W. Gordon Swan Harry D. Goodwin W. H. Hauser | NBC Spot Standard Thesaurus AP, UP |
| BOSTON 16..... | WCOP | 1150 | 500 | Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717 | Blue | John Cowles A. N. Armstrong Jr. Paul Belaire | Jack Malloy Harry Goodwin Roland Hale | Katz Lang-Worth Standard AP, UP, INS |
| BOSTON 12..... | WEEI | 590 | 5,000 | Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323 | CBS | CBS-H. E. Fellows H. E. Fellows K. F. Horton | K. F. Horton G. H. Cunningham W. J. Stiles | Radio Sales World AP, UP |
| BOSTON 16..... | WHDH | 850 | 5,000 | Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900 | Blue | Ralph G. Matheson Ralph G. Matheson Ralph G. Matheson | James P. Higgins Ralph G. Matheson | Spot Sales World Associated Thesaurus AP |
| BOSTON 15..... | WMEX | 1510 | 5,000 | Northern Corp. 70 Brookline Ave. Commonwealth 8900 | | Northern Corp. Wm. S. Pote Wm. S. Pote | John Kiley Alfred J. Pote | Associated Lang-Worth INS |
| BOSTON 15..... | WNAC | 1260 | 5,000 | Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800 | MBS Yankee | (William O Neil John Shephard III Linus Travers Linus Travers | George W. Staffy James Powers Irving B. Robinson | Petry Standard Associated AP, INS |
| BOSTON 16..... | WORL | 950 | 1,000-D | Bcstg. Service Organization 216 Tremont St. Liberty 4540 | | Harold A. Lafount George Lasker George Lasker | Bob Perry George Lasker John W. Parker | AP, UP |
| FALL RIVER..... | WSAR | 1480 | 1,000 | Fall River Broadcasting Co. Academy Bldg. 7-9477 | MBS Yankee | C. E. Sevigny Leonard C. Cox | J. Y. Welch John Crowley John C. Pavao | Headley-Reed Standard INS |
| FITCHBURG..... | WEIM | 1340 | 250 | Radio Station WEIM 717 Main St. 1600 | MBS Yankee | Radio Station WEIM Earle G. Clement Mortimer Silverman Jr. | Earle Clement Mortimer Silverman Jr. Theodore Kallin | Walker AP Standard |
| GREENFIELD..... | WHAI | 1240 | 250 | John W. Haigis 354 Main St. 4801 | MBS Yankee | John W. Haigis Horace W. Nichols Horace W. Nichols | Ross Miller Jr. Bannan W. Nichols Leland F. Wheeler | Burn-Smith Bannan World AP |
| HOLYOKE..... | WHYN | 1400 | 250 | Hampden-Hampshire Corp. 180 High St. 8238 | MBS Yankee | William Dwight Patrick J. Montague Patrick J. Montague | Thomas R. Humphrey Jay Heitin Thomas R. Humphrey | Standard UP |
| LAWRENCE..... | WLAW | 680 | 5,000 | Hildreth & Rogers Co. 278 Essex St. 4107 | CBS | Irving E. Rogers (Irving E. Rogers George H. Jaspert David M. Kinel | Joseph P. Oakes George A. Hinckley | Katz Standard World UP |
| LOWELL..... | WLLH | 1400 | 250 | Merrimac Broadcasting Co. Inc. 89 Kearney Square 8715 | MBS Yankee | A. S. Moffat Robert F. Donahue Haskell Bloomberg | Tom Clayton Ralph Newton | Petry Associated AP, INS |
| NEW BEDFORD.... | WNBH | 1340 | 250 | E. Anthony & Sons Inc. 588 Pleasant St. 8-5228 | Blue | Basil Brewer Hugh E. Norman Theo Healy | Evelyn Mallo Bill Pendergrast Everett T. Parker | Rambeau Poster Thesaurus AP |
| PITTSFIELD..... | WBRK | 1340 | 250 | Monroe B. England 8 Bank Row 2-1553 | MBS Yankee | Monroe B. England John Parsons John Parsons | William Geary Leonard Lavendol | Walker Standard UP |
| SALEM..... | WESX | 1230 | 250 | North Shore Broadcasting Co. 126 Washington St. 5670 | | Chas. W. Phelan A. V. Morgan A. V. Morgan | C. W. Phelan A. V. Morgan William MacDonald | New England Thesaurus World Associated AP, INS |
| SPRINGFIELD 3.... | WBZA | 1080 | 1,000 | Westinghouse Radio Stations Inc. Chestnut St. 6-8336 | NBC New England | Westinghouse-Walter C. Evans C. S. Young C. H. Masse | W. Gordon Swan Harry D. Goodwin W. H. Hauser | NBC Spot Standard UP |
| SPRINGFIELD 3.... | WMAS | 1450 | 250 | WMAS Inc. 1757 Main St. 7-1414 | CBS | A. S. Moffat Warren M. Greenwood Warren M. Greenwood | Ben C. Sweet Warren M. Greenwood Earle G. Hewinson | Petry Associated INS |
| SPRINGFIELD 5.... | WSPR | 1270 | 1,000-LS 500-N | WSPR Inc. 63 Chestnut St. 6-2757 | Blue | Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton | Wayne Henry Latham Howard S. Keefe Lawrence A. Reilly | Hollingbery Bannan Lang-Worth AP |
| WEST YARMOUTH.. | WOCB | 1240 | 250 | E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502 | Blue | Basil Brewer Hugh Norman Don Sellers | Donald L. Sellers Robert West | Rambeau Bannan Thesaurus |
| WORCESTER 3.... | WAAB | 1440 | 5,000 | Yankee Network Inc. 34 Mechanic St. 6-1411 | MBS Yankee | (John Shephard 3d William O Neil H. William Koster H. William Koster | Harmon H. Hyde James Powers Joseph E. Grahm | Petry Standard Associated AP |
| WORCESTER 2.... | WORC | 1310 | 1,000 | Alfred Frank Kleindienst 65 Elm St. 5-8101 | Blue | Alfred F. Kleindienst Mildred P. Stanton | | Weed Lang-Worth INS |
| WORCESTER 1.... | WTAG | 580 | 5,000 | Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321 | CBS | George F. Booth Edward E. Hill Herbert L. Krueger | David H. Harris Philip Jansen Elliot A. Browning | Raymer Bannan World Associated AP |



*** 5000**
REASONS
for specifying
WLA-W
FOR NORTHERN NEW ENGLAND COVERAGE

***** WLAW's 5000 Watts delivers complete results in this thriving industrial and agricultural market.



WLA-W

Owned and Operated by
HILDRETH & ROGERS
COMPANY
LAWRENCE • MASSACHUSETTS

THE VOICE OF NORTHERN NEW ENGLAND

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1945)

MICHIGAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|-------------------------------|-------------------------|-------------------|--|---------------------------------|---|--|--|
| ANN ARBOR..... | WPAG (Construction permit) | 1050 | 250-D | Washtenaw Broadcasting Co. Inc. Hutzel Bldg. | | Arthur E. Greene Edward F. Baughn | George D. Stearns | |
| BATTLE CREEK | WELL | 1400 | 250 | Federated Publications, Inc. Michigan National Bank Bldg. 6655 | Blue Michigan Wolverine | Federated Publications Inc. Dan E. Jayne E. P. Mills Jr. | Frank Jayne Forrest F. Owen Earl J. Stone | Burn Smith World |
| BAY CITY..... | WBCM | 1440 | 1,000-LS 500-N | Bay Broadcasting Co. Inc. Wenonah Hotel 7551 | Michigan Blue | Harley D. Peet H. A. Giesel H. A. Giesel | Ralph H. Carpenter Ralph H. Carpenter | Hollingbery MacGregor Thesaurus UP |
| CALUMET..... | WHDF | 1400 | 250 | Upper Michigan Broadcasting Co. Community Bldg., Houghton Houghton 1 | MBS Wolverine No. Central | John W. Rice Albert W. Payne | Earl Norden John W. Rice George L. Burgan | Sears & Ayer World |
| DETROIT 2..... | WJBK | 1490 | 250 | James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000 | | James F. Hopkins James F. Hopkins Art Croghan | Sybil Krieghoff George Miller E. T. McKenzie | Forjoe Holman World Associated Standard AP |
| DETROIT 26..... | WJLB | 1400 | 250 | John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600 | | John L. Booth Hugh M. Gray Eric V. Hay | Douglas Wright M. Jakubski Edward H. Clark | Burn-Smith AP |
| DETROIT 2..... | WJR | 760 | 50,000 | WJR The Goodwill Station Fisher Bldg. Madison 4440 | CBS | G. A. Richards Leo Fitzpatrick (Charles G. Burke Owen F. Uridge) | Franklin Mitchell Mark Haas Merrill Mitchell | Petry World Thesaurus Standard Lang-Worth AP, UP, INS |
| DETROIT 31..... | WWJ | 950 | 5,000 | Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000 | NBC | W. E. Scripps Harry Bannister Harry W. Betteridge | Don DeGroot Jake Albert Herbert F. Tank | Hollingbery Standard AP, UP |
| DETROIT 26..... | WXYZ | 1270 | 5,000 | King-Trendle Broadcasting Corp. | Blue | | | Standard Lang-Worth UP, INS |
| DETROIT..... | CKLW (Windsor, Ont.) | 800 | 5,000 | Western Ontario Bestg. Co. Ltd. Union Guardian Bldg. Cadillac 7200 | MBS | Malcolm G. Campbell J. E. Campeau Richard E. Jones | John Gordon Barbara MacFarland W. J. Carter | Young Stovin United Thesaurus UP, PN, BUP |
| EAST LANSING..... | *WKAR | 870 | 5,000-D | Michigan State College East Lansing 8-1511 | | Michigan State College Robert J. Coleman | Lawrence Frymire Norris E. Grover | Standard AP |
| ESCANABA..... | WDBC | 1490 | 250 | Delta Broadcasting Co. | MBS No. Central Wolverine | | | Standard UP |
| FLINT 3..... | WFDF | 910 | 1,000 | Flint Broadcasting Co. | Blue | | | Thesaurus Lang-Worth Standard AP |
| GRAND RAPIDS.... | WJEF (Construction permit) | 1230 | 250 | Fetzer Broadcasting Co. Pantlind Hotel 61222 | CBS | (John E. Fetzer Rhea Y. Fetzer John E. Fetzer John W. O'Harrow | Willis Dunbar John W. O'Harrow Carl E. Lee | Free & Peters AP |
| GRAND RAPIDS 2 .. | WLAV | 1340 | 250 | Leonard A. Versluis 6 Fountain St., N. E. 6-5461 | Blue, MBS Wolverine | Leonard A. Versluis Hy M. Steed Hy M. Steed | Joe Hooker Raymond Plank | McGillvra Standard INS |
| GRAND RAPIDS 2 .. | WOOD | 1300 | 5,000 | King-Trendle Bestg. Corp. National Bank Bldg. 9-4211 | NBC | George W. Trendle Stanley W. Barnett Stanley W. Barnett | Sandy Meek Paul F. Eichhorn Fred W. Russell | Raymer World Lang-Worth UP |
| IRONWOOD..... | WJMS | 1450 | 250 | Upper Mich.-Wis. Bestg. Co. Inc. 124 E. McLeod Ave. 20 | MBS No. Central | William L. Johnson J. W. Huss J. W. Huss | Laura Johnson Harold Ladin Arne Dahlbacka | Sears & Ayer Lang-Worth UP |
| JACKSON..... | WIBM | 1450 | 250 | WIBM Inc. Hotel Hayes 6121 | Blue Michigan Wolverine | Herman Radner Wm. A. Cizek Wm. A. Cizek | Corrine Fellows C. W. Wirtanen | Forjoe Holman AP |
| KALAMAZOO 99 ... | WKZO | 590 | 5,000 | Fetzer Bestg. Co. Burdick Hotel 3-1223 | CBS | (Rhea Y. Fetzer John E. Fetzer John E. Fetzer John W. O'Harrow | Willis F. Dunbar John W. O'Harrow Carl E. Lee | Free & Peters Standard Lang-Worth AP |
| LANSING 16..... | WJIM | 1240 | 250 | WJIM Inc. Bank of Lansing Bldg. 2-1333 | Blue Michigan | Harold F. Gross Fred W. Wagenvoort O. S. Jones | Bob Innes Jack Parker Mel Wirth | Lang-Worth Standard UP |
| LAPEER..... | *WMPC | 1230-SH | 250 | The Liberty Street Gospel Church | | | | |
| LUDINGTON..... | WKLA | 1450 | 250 | Ludington Broadcasting Co. Masonic Temple Bldg. 842 | MBS Wolverine Michigan | K. L. Ashbacker K. L. Ashbacker C. Leonard Pell | Peter A. Mars Peter A. Mars N. Hale Blakely | Burn-Smith MacGregor UP |

**"DETROIT'S FUTURE CAN EASILY DWARF ITS PAST,
HOWEVER GLORIOUS THAT PAST HAS BEEN"**



**. . . Said George Romney,
Director of the Automotive
Council for War Production**

Detroit's magnificent wartime production record has spelled defeat for our enemies. Detroit's peacetime production will spell prosperity for America when the war ends. Other predictions are:

- *There will be a total demand for more than SEVENTY MILLION automobiles and trucks in the first ten years after the war!*
- *Metropolitan Detroit will need THREE HUNDRED THOUSAND new homes in the first postwar decade!*

Yes, "Detroit's future can easily dwarf its glorious past." Depend on it to do so . . . and depend on WJ, the most listened-to radio station in this great market . . . when you again have the problem of meeting peacetime sales quotas.

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

WJ

*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



**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 Pety & Co.

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 111

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

NC—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Share Time. *SH*—Specified Hours *U*—Unlimited. *CP*—Construction Permit Issued.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1945)

MINNESOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------------|---|-------------------------|---------------------|--|--|---|---|---|
| MINNEAPOLIS-ST. PAUL | WLOL | 1330 | 1,000 | Independent Merchants Bcstg. Co. 1730 Hennepin Ave., Minneapolis 3 Atlantic 0406 | MBS No. Central | Charles J. Winton Jr. Ralph I. Atlass E. S. Mittendorf Fred F. Laws | Edna Brautigam Mary Bowers (Gene Brautigam Harvey Headen | Pearson Standard INS |
| MINNEAPOLIS-ST. PAUL | WMIN | 1400 | 250 | WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul 4 Nestor 6501 | | Edward Hoffman Edward Hoffman Samuel Nemer | Marilyn Powell Edward Hoffman Warren Fritze | Forjoe Standard AP |
| MINNEAPOLIS-ST. PAUL | WTCN | 1230 | 5,000-LS 1,000-N | Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis 4 Main 6562 | Blue Dairyland | Minnesota Tribune Northwest Publications C. T. Hagman F. Van Konynenburg | Judy Bryson Cliff J. Rian Myron Fleming | Free & Peters Lang-Worth Associated AP, UP |
| MOORHEAD | KVOX | 1340 | 250 | KVOX Broadcasting Co. Inc. Comstock Hotel 3-1523 | MBS No. Central | John W. Roler M. M. Marget Arv Johnson | Jocelyn Birch M. M. Marget Harry Vose | UP |
| NORTHFIELD | *WCAL ST-WLB | 770 | 5,000-D | St. Olaf College Northfield 770 | | Clemens M. Granakou Milford Jensen | David Johnson M. C. Jensen | AP |
| ROCHESTER | KROC | 1340 | 250 | Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924 | NBC Minnesota Michigan Northwest So. Minn. | Mrs. A. P. Gentling Gerald H. Wing Gerald H. Wing | Cal Smith Walter Bruzek Fred C. Clarke | Radio Adv. Thesaurus Standard UP |
| ST. CLOUD | KFAM | 1450 | 250 | Times Publishing Co. Weber Bldg. 3330 | NBC Northwest Minnesota | Fred Schilolin Fred Schilolin John Paulson | Lucile Miller John Paulson R. B. Witschen | Petry Thesaurus UP |
| ST. PAUL | (See Minneapolis-St. Paul beginning page 110) | | | | | | | |
| VIRGINIA | WHLB | 1400 | 250 | Head of Lakes Bcstg. Co. 17th St. & 6th Ave. So. 2000 | NBC Arrowhead No. Central Northwest | Morgan Murphy O. H. Peterson O. H. Peterson | Marion Wicklem Herbert Sonnenburg William E. Lounsbury | Hollingbery UP |
| WILLMAR | KWLM | 1340 | 250 | Lakeland Broadcasting Co. 307 W. Sixth St. 1310 | MBS, Blue Dairyland No. Central | H. W. Linder H. W. Linder | | Pearson MacGregor UP |
| WINONA | KWNO | 1230 | 250 | Winona Radio Service 216 Center St. 3314 | MBS, Blue No. Central Dairyland | M. H. White L. L. McCurnin L. L. McCurnin | Miss M. J. Leu Miss P. J. Love L. L. McCurnin | Pearson Lang-Worth AP |

MISSISSIPPI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsgr. or Promotion Mgr. Ch. of Engineer | Representatives Transc. Library News Service |
|-------------|-------------------------------|-------------------------|---------------------|--|--------------------|--|---|--|
| CLARKSDALE | WROX | 1450 | 250 | Robin Weaver Sr. 321 Delta Ave. 218 | Blue KBS | Robin Weaver Sr. David M. Segal William R. Pharr | Carrol Jackson David M. Segal Charles Hicks | Sears & Ayer World AP |
| COLUMBUS | WCBI | 1340 | 250 | Maj. Birney Imes Jr. Gilmer Hotel 1313 | MBS KBS | Major Birney Imes Jr. Bob McRaney James W. Eatherton | Yvonne Brisbane Bob McRaney Jack V. Jones | Sears & Ayer Standard AP |
| GREENVILLE | WJPR | 1340 | 250 | John R. Pepper 107 S. Poplar 1770 | MBS KBS | John R. Pepper Emmet H. McMurry Emmet H. McMurry | Bill McHan Martha De Gravelles Horace Colby | World UP |
| GREENWOOD | WGRM | 1240 | 250 | P. K. Ewing Sr. 222 Howard St. 1900 | Blue KBS | P. K. Ewing Sr. F. C. Ewing | Lorene Wood David L. Dodd | |
| GULFPORT | WGCM | 1240 | 250 | WGCM Broadcasting Co. Hewes-Martin Bldg. 1110 | Blue KBS | Hugh O Jones C. E. Vann Ossie Lee Owens | C. E. Vann Donovan Murphy | Sears & Ayer Standard AP |
| HATTIESBURG | WFOR | 1400 | 250 | Forrest Broadcasting Co. 302 Hemphill St. 1866 | NBC KBS | C. J. Wright Sr. C. J. Wright Sr. C. J. Wright Sr. | Ed Jenkins L. E. Sanders | Standard UP |
| JACKSON 116 | WJDX | 1300 | 5,000-LS 1,000-N | Lamar Life Insurance Co. Box 2171 | NBC So. Central | Lamar Life Insurance Co. Wiley P. Harris Frank Gentry | W. Taylor Briggs Maurice Thompson Percy G. Root | Hollingbery Thesaurus MacGregor UP |
| JACKSON | WJXN (Construction permit) | 1490 | 250 | Ewing Broadcasting Co. | | | | |
| JACKSON 114 | WSLI | 1450 | 250 | Standard Life Broadcasting Co. Box 1347 3-2788 | Blue | George W. Covington L. M. Sepaugh F. E. Wilkerson Jr. | Ward A. Coleman M. B. Wray C. A. Perkins | Weed Standard AP |
| LAUREL | WAML | 1340 | 250 | New Laurel Radio Station Inc. 535 Central Ave. 288 | NBC KBS | D. A. Matison Hugh M. Smith W. C. DeHority | Frank Holifield Bruce Dennis | Hollingbery Standard UP |
| McCOMB | WSKB | 1230 | 250 | McComb Broadcasting Corp. Box 111 37 | KBS | Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock | Julia D. Blumenstock Robert Niekey Robert Louis Sanders | Associated AP |

Red Galluses... or White Tie?

"They're all the same to me!
You see, I represent WTCN and
when the folks in the flannel shirts
want to hear programs they like,
we've got 'em scheduled at
those times . . . And when the
boiled shirts tune in
we're airing out shows that they
like. So, all in all, it's a safe bet
that WTCN reaches all of 'em
sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see
what Zeke means. Shows are presented at the times
when the people we want to reach can listen best
—whether they wear "red galluses" or "white
ties." That's the reason WTCN delivers for adver-
tisers in the great midwest.

| | | | | |
|--|---|-------------------------------|-----------|---|
| STATISTICS ON WTCN DAY COVERAGE | { | Population | 1,836,424 | RETAIL SALES \$908,036,000 |
| | | Families | 510,117 | |
| | | Families with Radio | 374,640 | |
| | | Potential Audience | 1,346,704 | |

| | | | | |
|--|---|-------------------------------|-----------|---|
| STATISTICS ON WTCN NIGHT COVERAGE | { | Population | 1,685,051 | RETAIL SALES \$732,971,000 |
| | | Families | 468,080 | |
| | | Families with Radio | 349,670 | |
| | | Potential Audience | 1,248,812 | |

WTCN

THE BLUE NETWORK

MINNEAPOLIS • SAINT PAUL, MINNESOTA

FREE AND PETERS . . . National Representatives



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

MISSISSIPPI—(Continued)

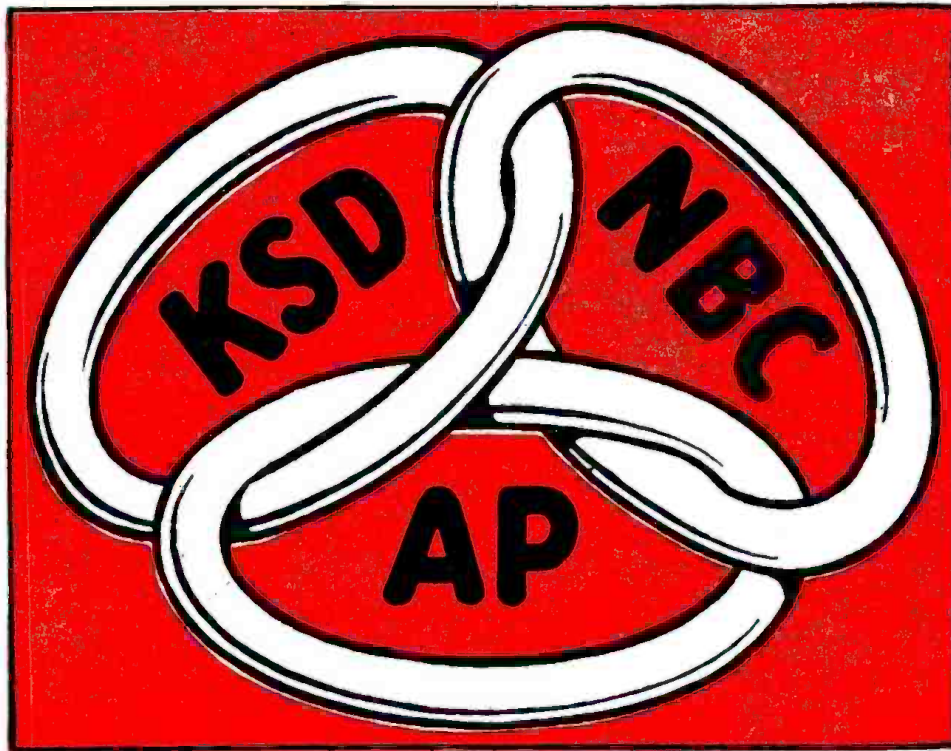
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|--|-------------|---|--|--|
| MERIDIAN..... | WCOC | 910 | 1,000 | Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042 | CBS | D. W. Gavin D. W. Gavin | | Thesaurus Standard UP |
| NATCHEZ..... | WMIS | 1490 CP-1240 | 250 | Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 580 | | P. K. Ewing P. K. Ewing Jr. | Anabel Y. Maxwell Norman Lawrence George W. Wilson | World AP |
| TUPELO..... | WELO | 1490 | 250 | Maj. Birney Imes Jr. WELO Bldg. 1242 | MBS KBS | Maj. Birney Imes Jr. Gene Tibbett Bob Evans | Bob Leach Gene Tibbett Leroy Green | Sears & Ayer Standard AP |
| VICKSBURG..... | WQBC | 1420 | 1,000-LS 500-N | Delta Broadcasting Company Inc. Hotel Vicksburg 312 | Blue KBS | L. P. Cashman O. W. Jones O. W. Jones | Mary V. Cashman C. E. Drake | World AP |

MISSOURI

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|------------------|--|---------------|---|---|--|
| CAPE GIRARDEAU . | KFVS | 1400 | 250 | Oscar C. Hirsch 324 Broadway 2104 | | Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch | Virginia Bahn Ralph L. Hirsch Ralph L. Hirsch | Standard UP |
| COLUMBIA..... | KFRU | 1400 | 250 | KFRU Inc. 9th & Elm Sts. 4141 | Blue | Eusey Roberts Foster H. Brown Foster H. Brown | Harold Douglas Robert Haigh | Blair Standard Thesaurus UP |
| HANNIBAL..... | KHMO | 1840 | 250 | Courier-Post Publishing Co. 102½ S. Main St. 3450 | Blue | E. L. Sparks Wayne W. Cribb Robert Shenke | Maxine Dierking Wayne W. Cribb Robert Shenke | Pearson Thesaurus AP |
| JEFFERSON CITY... | KWOS | 1240 | 250 | Tribune Printing Co. 210 Monroe 4000 | MBS KBS | R. C. Goshorn R. L. Rose R. L. Rose | Ray Manning Harold White | Sears & Ayer Lang Worth AP, UP |
| JOPLIN..... | WMBH | 1450 | 250 | Joplin Broadcasting Co. 6th & Main 830 | MBS | D. J. Poynor D. J. Poynor Abe Rudunsky | M. Housed Mae Poynor Richard Meek | Sears & Ayer Standard Thesaurus UP |
| KANSAS CITY 6..... | KCKN | 1840 | 250 | KCKN Broadcasting Co. 300 Walfower Bldg. Victor 3864 | MBS | Arthur Capper Ben Ludy Ellis Atteberry Joe Story | Max Williams | Capper Standard MacGregor Lang-Worth UP |
| KANSAS CITY | KCMO | 1480 | 5,000 | KCMO Broadcasting Co. 1515 Commerce Bldg. Victor 0900 | Blue | T. L. Evans E. K. Hartenbower Clarence E. Breazeal | James Coy E. K. Hartenbower Eliza G. Runkle Jr. | Associated Lang Worth Standard AP, UP |
| KANSAS CITY 6 | KMBC | 980 | 5,000 | Midland Broadcasting Co. Pickwick Hotel Harrison 2650 | CBS | Arthur B. Church Karl Koerper Sam H. Bennett | Rod Cupp E. P. J. Shurick Kenneth Krahl | Free & Peters World AP, UP |
| KANSAS CITY 17.... | WDAF | 610 | 5,000 | Kansas City Star Co. 1729 Grand Ave. Harrison 1200 | NBC | Earl McCollum Dean Fitzer Gardner Reames | Harry J. Kaufmann J. A. Flaherty | Petry Standard AP |
| KANSAS CITY 6.... | WHB | 880 | 1,000-D | WHB Broadcasting Co. Searritt Bldg. Harrison 1161 | MBS Kansas | Donald D. Davis John T. Schilling Donald D. Davis | John Wahlstedt Gene Garrett Henry Goldenberg | Don Davis Spot Sales Associated AP |
| POPLAR BLUFF..... | KWOC | 1840 | 250 | Radio Station KWOC 1801 N. Main St. 1810 | | Radio Station KWOC P. H. Cunningham P. H. Cunningham | W. R. Tedrick Don E. Lidenton | Pearson World AP |
| ST. JOSEPH 8..... | KFEQ | 680 | 5,000 | KFEQ Inc. Schneider Bldg. 4-0813 | Blue | Barton Pitts Barton Pitts G. G. Griswold | H. H. Packard J. Ted Branson Fred Damm | Headley-Reed Lang-Worth Thesaurus UP |
| ST. LOUIS 5..... | *KFUO | 850-SH | 5,000 | Evangelical Lutheran Synod 801 DeMun Ave. Delmar 8080 | | Evangelical Lutheran Synod Rev. H. H. Hohenstein | Rev. H. H. Hohenstein Rev. Paul C. Barth Carl Meyer | World UP |
| ST. LOUIS 2..... | KMOX | 1120 | 50,000 | Columbia Bestg. System Inc. 401 S. 12th Blvd. Central 8240 | CBS | CBS—Frank B. Falknor Frank B. Falknor Wendell B. Campbell | Harry Harvey | Radio Sales Lang-Worth Associated AP, UP |
| ST. LOUIS..... | KSD | 550 | 5,000-LS 1,000-N | Pulitzer Publishing Co. 12th & Olive Sts. Main 1111 | NBC | Joseph Pulitzer George M. Burbach Edward W. Hamlin | Edward W. Hamlin | Free & Peters Thesaurus AP |
| ST. LOUIS 8..... | KWK | 1880 | 5,000-LS 1,000-N | Thomas Patrick Inc. Hotel Chase Rosedale 3210 | MBS | Robert Thomas Convey Ray E. Dady V. E. Carmichael | John W. Tinnea Nick J. Zehr | Raymer World Up. Reuters |

The Combination

that **C-L-I-C-K-S**
in St. Louis!



KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. • KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. • To sell the great St. Louis market, use "The Combination that Clicks."

KSD
ST. LOUIS---550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.



SIXTH SERVICE COMMAND AWARD
in recognition of KXOK's part as a key
radio station in the air raid warning system
of the U. S. Army Signal Corps.



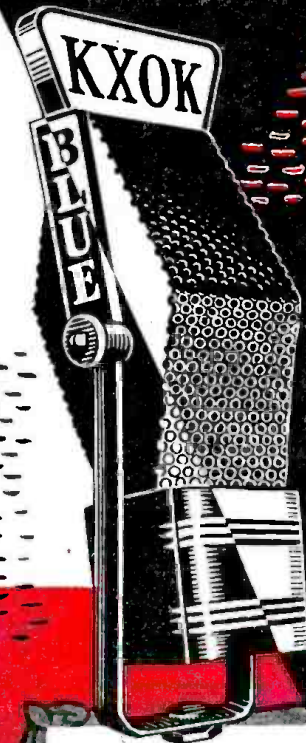
NAVY AWARD
presented in recognition of KXOK's support
of the Navy's morale, recruiting and public
relations activities.



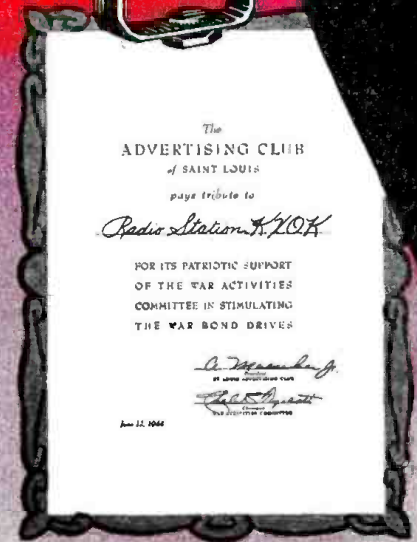
BLUE NETWORK AWARD
giving over-all recognition by the advertising
agencies of Blue Network programs for our
outstanding promotion plan



BREAKFAST CLUB AWARD
presented by the Blue Network to KXOK in
recognition of our all-out promotion job on
the Breakfast Club membership campaign.



THERE



ADVERTISING CLUB AWARD
to KXOK for patriotic support of the War
Activities Committee and co-operation with
all agencies in stimulating war bond drives.

MUST BE A REASON . . .

. . . when a radio station is cited five times in one year for outstanding promotion and public service. Awards like these are not accidents. Neither are they achieved through half-way measures.

KXOK believes in going all-out to serve its public and its advertisers at every opportunity. The service-plus which this station is consistently doing in St. Louis and surrounding territory today, is indicative of a steady progress in programming . . . in audience building . . . and in making KXOK one of the greatest selling forces in this area.

This station is going places fast. Tangible evidence of progress is found in expressions like these from other organizations who recognize the meritorious public service and audience promotion which KXOK is doing.

Five significant awards this year! *There is a reason.* KXOK is doing a job . . . an outstanding job of audience promotion and public service.

KXOK

SAINT LOUIS - 1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

MISSOURI—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|---|------------|---|--|--|
| ST. LOUIS 1..... | KXOK | 630 | 5,000 | Star-Times Publishing Co. 12th & Delmar Bldg. Chestnut 3700 | Blue | Elzey Roberts C. L. Thomas V. N. Springgate | Paul Godt M. Medearis Arthur Rekart | Blair Standard Associated UP, INS |
| ST. LOUIS 3..... | WEW | 770 | 1,000-D | St. Louis University 3642 Lindell Blvd. Franklin 5665 | | St. Louis University Nicholas Pagliara | Don Lochner George E. Rueppel, S. J. | Pearson World Standard INS |
| ST. LOUIS 8..... | WIL | 1230 | 250 | Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403 | | L. A. Benson C. W. Benson Kenneth M. Parke | Mel Kampe C. W. Benson Chalmer H. Stoup | Rambeau Standard MacGregor Lang-Worth AP |
| SEDALIA..... | KDRO | 1490 | 250 | Milton J. Hinlein 2100 W. Broadway 4004 | MBS KBS | Milton J. Hinlein Phoebe E. Trout Milton J. Hinlein | Phoebe E. Trout Milton J. Heinlein Wayne Pash | UP |
| SPRINGFIELD..... | KGBX | 1260 | 5,000 | Springfield Bestg. Co. Inc. 508 St. Louis St. 1360 | NBC | H. S. Jewell J. Gordon Wardell | Curl Fox Dudley Morris Dennis White | Hollingbery Thesaurus AP, UP |
| SPRINGFIELD..... | KTTS | 1400 | 250 | Independent Broadcasting Co. Chamber of Commerce Bldg. 4303 | CBS, MBS | J. H. G. Cooper G. Pearson Ward Bob Burke | Frank McAtee G. Pearson Ward Wm. F. Curry (acting) | Sears & Ayer World MacGregor AP |
| SPRINGFIELD..... | KWTO | 560 | 5,000-LS 1,000-N | Ozarka Broadcasting Co. Inc. 508 St. Louis St. 1860 | Blue | R. D. Foster R. D. Foster Leslie L. Kennon | Ralph A. Nelms M. Wayland Fullington Fritz Bauer | Pearson Standard UP |

MONTANA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|--------------|---|--|--|
| BILLINGS..... | KGHL | 790 | 5,000 | Northwestern Auto Supply Co. Fifth & N Broadway 2222 | NBC | C. O. Campbell Franz J. Robischon | Frank Manzari Jeff Kiichil | Katz Standard Thesaurus UP |
| BOZEMAN..... | KRBM | 1450 | 250 | KRBM Broadcasters Inc. 103 W. Main St. 1420 | NBC Z-Net | Ernest A. Neath Ernest A. Neath Win Neely | Larry Binder George Davenport Jack Provis | Walker Lang-Worth UP |
| BUTTE..... | KGIR | 1370 | 5,000 | KGIR Inc. Butte 2-2344 | NBC Z-Net | E. B. Craney E. B. Craney S. J. Schile | Arne Anslon S. J. Schile Jack Provis | Walker Lang-Worth MacGregor AP |
| GREAT FALLS..... | KFBB | 1310 | 5,000 | Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377 | CBS | F. A. Buttrey J. P. Wilkins J. P. Wilkins | LeRoy Stahl Wilbur L. Myhre | Weed Thesaurus Standard UP |
| HELENA..... | KPFA | 1240 | 250 | Peoples Forum of the Air 1806 11th Ave. 1240 | NBC Z-Net | Barclay Craighead K. O. MacPherson | R. D. Martin | Walker Lang-Worth UP |
| KALISPELL..... | KGEZ | 1340 | 100 | A. W. Talbot 203 First Ave. E. 332 | | A. W. Talbot Donald C. Treloar Glenn E. Millhouse | Donald C. Treloar Donald C. Treloar Oliver G. Coburn | MacGregor UP |
| MILES CITY..... | KRJF | 1340 | 250 | Star Printing Co. 13 N. Sixth St. 60 | KBS | W. F. Flinn D. E. Tannehill D. E. Tannehill | Robert Wilson I. A. Elliot | World MacGregor UP |
| MISSOULA..... | KGVO | 1290 | 5,000-LS 1,000-N | Mosby's Inc. 132 W. Front St. 2155 | CBS | A. J. Mosby A. J. Mosby John Lindsay | J. A. Barber Harry G. Bennett Fred Wamble | Weed Lang-Worth UP |
| SIDNEY..... | KGCX | 1480 | 1,000 | E. F. Krebsbach 109 S. Central Ave. 408 | CBS KBC | E. E. Krebsbach E. E. Krebsbach Jack Krebsbach | Helen Knopp Frank A. Toomey | World |

NEBRASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|--|---|--|
| FREMONT..... | KORN | 1400 | 250 | Nebraska Broadcasting Corp. | | Arthur Baldwin Lumir Urban Harry Averill | Nat Mensing Hobart Alexander | Sears & Ayer Lang-Worth AP |
| GRAND ISLAND.... | KMMJ | 750 L-WSB | 1,000 | KMMJ Inc. Cedar & Division 703 | Blue | Don Searle Wick Heath Rex Lathen | Orle Kerwood Ed. R. Skinner Devere Swanson | Headley-Reed Standard UP |
| HASTINGS..... | KHAS | 1230 | 250 | Nebraska Broadcasting Co. 906 W. Second St. 1745 | KBS | Fred A. Seaton Duane L. Watts Duane L. Watts | Max Brown Duane L. Watts Harold Hardy | World AP |
| KEARNEY..... | KGFW | 1340 | 250 | Central Nebraska Bestg. Corp. Federal Annex Bldg. 2-3541 | KBS | Lloyd C. Thomas E. Anson Thomas E. Anson Thomas | Peg Biber John Mitchell Jack Lewis | Sears & Ayer AP |
| LINCOLN 1..... | KFAB | 1110 | 10,000 | KFAB Broadcasting Co. Sharp Bldg., Lincoln; Lincoln, 2-3214; Farnum Bldg., Omaha 2; Jackson 3420 | CBS | Fred S. Sidles Joe W. Seacrest Joe W. Seacrest C. Earl Williams | William E. Macdonald Harold E. Roli Mark W. Bullock | Raymer MacGregor Standard AP, UP |

*"The BIG Farmer
of the Central States"*



KFAB

LINCOLN

1110 KC - 10,000 WATTS



OMAHA

BASIC COLUMBIA

**Represented by
PAUL H. RAYMER CO.**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 L—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NEBRASKA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Librar News Service |
|------------------|--------------|-------------------------|----------------|--|-----------|---|---|---|
| LINCOLN 8..... | KFOR | 1240 | 250 | Cornbelt Broadcasting Corp. Stuart Bldg. 2-6965 | MBS, Blue | Charles T. Stuart Melvin E. Drake Gordon Gray W. E. Edholm | John Cox William S. Oliver Charles Winkler | Petry Standard Associated AP, INS |
| NORFOLK..... | WJAG | 780 L-WBBM | 1,000 | Norfolk Daily News 432 | | Gene Huse Art Thomas Harold Kline | Frank Weidenbach | Walker MacGregor AP |
| NORTH PLATTE.... | KODY | 1240 | 250 | Radio Station WOW Inc. 1521 W. 12th St. 382 | NBC | John J. Gillin Jr. John Alexander Joseph di Natale | Fay Adell Bohlke Jerry Eads Beuford Eaves | Blair Standard MacGregor Lang-Worth AP, UP |
| OMAHA 2..... | KBON | 1490 | 250 | Inland Broadcasting Co. 2027 Dodge St. Jackson 8242 | MBS | J. K. Morrison Paul R. Fry | Marie C. Maher M. K. Doyle Dick Wina | Rambeau World Lang-Worth AP |
| OMAHA..... | KFAB | 1110 | 10,000 | (See Lincoln page 118) | | | | |
| OMAHA 2..... | KOIL | 1290 | 5,000 | Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626 | CBS | Charles T. Stuart Gordon Gray W. E. Edholm | Harold Hughes E. W. Malone Charles Winkler | Petry Standard Associated AP, INS |
| OMAHA 2..... | KOWH | 660 | 500-D | World Publishing Co. World-Herald Bldg. Atlantic 2228 | Blue | H. Doorly B. C. Corrigan | Orville E. Weimer | Hollingsbery MacGregor Standard UP |
| OMAHA 2..... | WOW | 590 | 5,000 | Radio Station WOW Inc. Insurance Bldg. Webster 3400 | NBC | John J. Gillin Jr. John J. Gillin Jr. Harry Burke | Lyle DeMoss William O. Wiseman William J. Kotera | Blair Standard Thesaurus MacGregor Lang-Worth AP, UP |
| SCOTTSBLUFF..... | KGKY | 1490 | 250 | Hilliard Co. 1517 1/2 Broadway 856 | | L. L. Hilliard L. L. Hilliard R. M. Stewart | Duke Reid Harland Morrison | Thesaurus Standard UP |

NEVADA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Librar News Service |
|----------------|--------------|-------------------------|----------------|--|---------|---|---|---|
| LAS VEGAS..... | KENO | 1400 | 250 | Nevada Broadcasting Co Box 1310 1-400 | Blue | Maxwell Kelch Maxwell Kelch Paul R. Gang | Peggy Maxwell Maxwell Kelch | Thesaurus INS |
| RENO..... | KOH | 630 | 1,000 | McClatchy Bestg. Co. of Nevada 143 Stevenson St. 5105 | | Eleanor McClatchy Robert L. Stoddard George Carr Jr. | Betty Fitch Irvin Carlsen | Raymer MacGregor Thesaurus UP |

NEW HAMPSHIRE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representative Transc. Librar News Service |
|-----------------|--------------|-------------------------|---------------------|--|------------------------------|---|---|---|
| KEENE..... | WKNE | 1290 | 5,000 | WKNE Corp. 17 Dunbar St. 2080 | CBS | Harry C. Wilder David Carpenter Richard G. Bath | Robert M. Peebles Ester C. Linder Ernest F. Batchelder | Bannan Headley Reed World UP |
| LACONIA..... | WLNH | 1340 | 250 | Northern Broadcasting Co. 653 Main St. 501 | MBS Yankee KBS | Northern Broadcasting Co. Martin B. Avery Martin B. Avery | Sherwin Greenlaw Martin B. Avery Louis C. Steady | Bannan Thesaurus MacGregor AP |
| MANCHESTER..... | WFEA | 1370 | 5,000 | New Hampshire Bestg. Co. | NBC New England Yankee | Harry M. Bitner Caleb Faine | W. L. Markle Reginald A. B. Schow | Weed Thesaurus UP, AP |
| MANCHESTER..... | WMUR | 610 | 5,000-LS 1,000-N | Radio Voice of New Hampshire Inc. 1819 Elm St. 2090 | Blue | Francis P. Murphy Hervey C. Carter Hervey C. Carter | Eleanore K. Wolf Paul Silver Vincent Chandler | Poster Spot Sales World AP |
| PORTSMOUTH..... | WHEB | 750 L-WSB | 1,000 | WHEB Inc. Box 120 2670 | MBS Yankee | Hon. Charles M. Dale Bert Georges Keith Field | Winslow Bettinson Dal Wyant Paul G. Lindsay | Rambeau Bannan Thesaurus World AP, UP |

KOIL

SERVING
"THE GATEWAY TO THE WEST"
and ITS TRADE AREA

STABILITY in Omaha

| | | |
|--|---|---|
| 489,000 POTENTIAL LISTENERS | 14 PRIMARY COUNTIES | 135,880 OR 91.5% RADIO HOMES |
| 7,668 STORES \$178,590,000. RETAIL SALES | 34.55% OF NEBRASKA RETAIL SALES | |
| 1,742 GROCERY STORES \$71,173,000. RETAIL SALES | 304 DRUG STORES \$13,267,000. RETAIL SALES | 137 GEN. MDSE. STORES \$37,312,000. RETAIL SALES |
| EFFECTIVE BUYING INCOME \$664,583,000. | 40.61% OF NEBRASKA EFFECTIVE BUYING INCOME | 5.51% OF IOWA EFFECTIVE BUYING INCOME |
| 26,371 FARMS | 5,000 WATTS FULL TIME | |



BUILD SALES WITH KOIL

GORDON GRAY, General Manager

Represented Nationally by Edward Petry Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NEW JERSEY

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|--------------|-------------------------|--|---|---------------|---|---|--|
| ASBURY PARK | WCAP | 1810 ST-WCAM, WTNJ | 500 | Radio Industries Broadcast Co. 4 Boardwalk 1911 | | Walter Reid Jr. Vera N. Scholes | Vera N. Scholes V. I. Gordon | Spot Sales AP |
| ATLANTIC CITY | WBAB | 1490 | 250 | Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111 | CBS | Albert J. Feyl Monroe L. Mendelsohn Monroe L. Mendelsohn | Ralph Shoemaker Earle Godfrey | Headley-Reed World AP |
| ATLANTIC CITY | WFPG | 1450 | 250 | Neptune Broadcasting Corp. Steel Pier 5-2188 | Blue | John J. Laux E. E. Kohn E. E. Kohn | Edgar A. Sweet Edgar A. Sweet Blair K. Thron | Associated UP |
| BRIDGETON | WSNJ | 1240 | 250 | Eastern States Bestg. Corp. Bridgeton 1600 | Quaker KBS | Elmer H. Wene Paul K. Alger Paul K. Alger | Lowell C. Ayars Francis C. Fekel | Clark UP |
| CAMDEN | WCAM | 1810 ST-WCAP, WTNJ | 500 | City of Camden | | | | Standard AP |
| JERSEY CITY | WHOM | 1480 | 1,000-LS (See WHOM, New York page 128) | | | | | |
| NEWARK 1 | WAAT | 970 | 1,000 | Bremer Broadcasting Corp. 11 Hill St. Mitchell 2-6400 | | Irving R. Rosenhaus Irving R. Rosenhaus | Roland Trenchard Walter Framer Anthony Castellani | Radio Adv. Associated World AP, UP |
| NEWARK | WHBI | 1280 ST-WOV | 2,500-LS 1,000-N | May Radio Broadcast Corp | | | | |
| PATERSON 1 | WPAT | 980 | 1,000-D | North Jersey Bestg. Co. Inc. 7 Church St. Armory 4-3400 | | Lt. Comdr James V. Cosman Sidney J. Flamam A. Lewis King | Ted Webbe Bernard Jay Shaw Earl F. Lucas | Wilson Associated UP |
| TRENTON 8 | WTNJ | 1810 ST-WCAM, WCAP | 500 | WOAX, Inc. 416 Bellevue Ave. 8149 | | F. J. Wolff F. J. Wolff Alfred M. Jordan | Walter Lewis Louis Jeroma Edward P. Knowles | MacGregor UP |
| TRENTON 8 | WTTM | 920 | 1,000 | Trent Broadcast Corp. 35 W. State St. 2-7127 | NBC | Elmer H. Wene Paul Alger F. A. Wellman | Dean Andrews Theodore Kilmer | Spot Sales Associated UP |
| ZAREPHATH | *WAWZ | 1380 ST-WBNX | 5,000-LS 1,000-N | Pillar of Fire Zarephath Bound Brook 223 | | Alma White Ray B. White | Norman Fournier Nathaniel Wilson | |

NEW MEXICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------|--------------|-------------------------|---|--|------------|---|--|--|
| ALBUQUERQUE | KGGM | 1260 | 1,000 | New Mexico Bestg. Co. Kimo Bldg. 4545 | CBS | A. R. Hebenstreit Bob Bissell Jack R. Skillen | Richard T. Coleman William H. Schember Leonard Dodds | Weed World Standard UP |
| ALBUQUERQUE | KOB | 1080 SA-770 | 10,000 SA-50,000-LS 25,000-N CP-50,000-U | Albuquerque Broadcasting Co. 418 W. Gold Ave. 4411 | NBC | T. M. Pepperday Frank Quinn | George S. Johnson | Free & Peters Thesaurus AP, INS |
| CARLSBAD | KAWE | 1240 | 250 | Carlsbad Broadcasting Corp. 800 S. Canal St. 244 | KBS | Val Lawrence Norman R. Loose | Betty B. Murphy Bette Rogers Carl Cook | Wilson Standard UP |
| CLOVIS | KICA | 1240 | 250 | Dewitt Landis 301 Main St. 8 | MBS KBS | Dewitt Landis R. B. McAlister Grady Maples | Ann Clark Vernon Hughes | Spot Sales Associated UP |
| HOBBS | KWEW | 1490 | 100 | W. E. Whitmore Hardin Hotel 495 | KBS | W. E. Whitmore Gertrude Dimpel Gertrude Dimpel | Gertrude Dimpel Norman Hart Roy Evans | MacGregor UP |
| LAS VEGAS | KFUN | 1280 | 250 | Southwest Broadcasters Inc. Box 710 12 | | E. N. Thwaites E. N. Thwaites | Dorothy G. Thwaites A. F. Schultz | Rambeau World MacGregor Standard UP, INS |
| ROSWELL | KGFL | 1400 | 100 | KGFL Inc. 310 N. Richardson St. 288 | KBS | KGFL Inc. W. E. Whitmore J. A. McBoyle | J. D. Whiteman J. A. McBoyle Melvin Unger | MacGregor UP |
| SANTA FE | KVSF | 1840 | 100 | New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020 | CBS | A. R. Hebenstreit Ivan R. Head Ivan R. Head | Philip Bloom R. C. Porter | Weed World INS |
| TUCUMCARI | KTNM | 1400-SH | 250 | Krasin-Krutzner Bestg. Co. Tucumcari 192 | MBS KBS | Lester Q. Krasin Otto A. Krutzner Lester Q. Krasin | Lester Q. Krasin | Cox & Tans Standard INS |

NEW YORK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------|--------------|-------------------------|----------------|--|---------|---|---|--|
| ALBANY 1 | WABY | 1400 | 250 | Adirondack Bestg. Co. Inc. Radio Centre 4-4194 | MBS | Harold E. Smith Harold E. Smith | Carl Mattison Paul G. Dennis James H. Corey | McKinney Standard UP, TP |

GOT \$945 IN YOUR POCKET?

\$945 is a lot of money in anybody's pocket. \$945 in 900,000 pockets—well, just try to imagine what that \$850,511,000 can buy . . . in terms of grocery store products, cosmetics, drugs, tobacco, and so on.

That's the story of the Albany Trading Area . . . 900,000 people (250,100 families) with 68% more money today than they had in 1938. An increase of nearly \$1400 per family. The Albany Trading Area has 18% greater buying power than the national average.

These facts indicate one of the best market stories in the country

AND

WOKO has an equally good story of low-cost coverage and control of the purse strings in the Albany Area. Why not investigate?

W O K O
CBS

SERVING ALBANY * TROY * SCHENECTADY

RADIO CENTRE, ALBANY, NEW YORK

HAROLD E. SMITH, GENERAL MANAGER

National Representatives: J. P. McKinney & Son

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|---|------------|---|--|--|
| ALBANY 1..... | WOKO | 1460 | 1,000-LS 500-N | WOKO Inc. Radio Centre 4-4193 | CBS | Raymond M. Curtis Harold E. Smith | Carl Mattison P. G. Dennis O. A. Sardi | McKinney Standard UP, TP |
| AUBURN..... | WMBO | 1340 | 250 | WMBO Inc. Metcalfe Bldg. 433 | MBS KBS | William O. Dapping Frederick L. Keesee Frederick L. Keesee | Louis Fuhrmann F. L. Keesee Herbert House | Clark Standard AP |
| BATAVIA..... | WBTA | 1490 | 250 | Batavia Broadcasting Corp. 90 Main St. 715 | MBS | Joseph M. Ryan Carl R. Switendick Carl R. Switendick | Harriett Taylor Frederick R. MacLaughlin Howard Cochran | Sears & Ayer Thesaurus UP |
| BINGHAMTON..... | WNBF | 1290 | 5,000 | Wylie B. Jones Adv. Agency Arlington Hotel 2-3461 | CBS | John C. Clark Cecil D. Mastin Cecil D. Mastin | E. Ray McCloskey Cecil D. Mastin Lester H. Gilbert | Blair World UP |
| BROOKLYN 2..... | *WBBR | 1330 ST-WEVD, WHAZ | 1,000 | Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735 | | Watchtower Society M. A. Howlett | R. F. Leffler | |
| BROOKLYN 17..... | WBYN | 1430 | 1,000-LS 500-N | WBYN Brooklyn Inc. 1 Nevins St. Triangle 5-3300 | | A. Kronenberg William Norins William Norins | Peter Testan | Thesaurus AP, INS |
| BROOKLYN 26..... | WLIB | 1190 L-WOWO | 1,000 | (See New York City page 128) | | | | |
| BUFFALO 2..... | WBEN | 930 | 5,000 | WBEN Inc. Hotel Statler Cleveland 6400 | NBC | Edward H. Butler C. Robert Thompson Frank Kelly | Woodrow Magnuson Ralph J. Kingsley | Petry Thesaurus Lang-Worth Standard AP, UP |
| BUFFALO 3..... | WBNY | 1400 | 250 | Roy L. Albertson 485 Main St. Madison 4000 | | Roy L. Albertson Roy L. Albertson Virginia C. Fyda | Howard C. Schellenberg Thomas L. Vines | Associated AP, UP, TP |
| BUFFALO 2..... | WEBR | 1340 | 250 | WEBR Inc. 23 North St. Lincoln 7133 | MBS | Paul E. Fitzpatrick Cy King Wm. Doerr | Ed Wegman Al Zink Raymond Lamy | Weed Standard Lang-Worth AP, INS |
| BUFFALO..... | WGR | 550 | 5,000-LS 1,000-N | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | Blue | H. W. Deyo I. R. Lounsberry John A. Bacon | Robert Strigl Ross McPherson Carl B. Hoffman | Free & Peters World UP |
| BUFFALO..... | WKBW | 1520 | 50,000 | Buffalo Broadcasting Corp. Rand Bldg. Washington 3100 | CBS | H. W. Deyo I. R. Lounsberry John A. Bacon | Robert Strigl Ross McPherson Carl B. Hoffman | Free & Peters World UP |
| ELMIRA..... | WENY | 1230 | 250 | Elmira Star Gazette Inc. Mark Twain Hotel 5181 | NBC, MBS | Frank E. Gannett Dale L. Taylor Ernest F. Oliver | Woodrow W. Ott L. F. Pope Thurlow A. Green | McKinney World UP |
| FREEPORT..... | WGBB | 1240 ST-WFAS | 100 | Harry H. Carman 44 S. Grove St. 2418 | | Harry H. Carman Harry H. Carman Harry H. Carman | A. Cheesman H. H. Carman | Thesaurus |
| GLOVERSVILLE..... | WENT | 1340 | 250 | Sacandaga Broadcasting Corp. 8 W. Fulton St. 4900 | CBS, MBS | George F. Bissell George F. Bissell Arthur McCracken | William Murtough | Clark Lang-Worth AP |
| ITHACA..... | WVCU | 870 L-WWL | 1,000 | Cornell University Savings Bank Bldg. 3438 | CBS | Cornell University Michael R. Hanna H. Stilwell Brown | Joseph A. Short Theodore T. Howes True McLean | Wilson World UP |
| JAMESTOWN..... | WJTN | 1240 | 250 | James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151 | Blue | Jay E. Mason Dayton S. Wilkins | Alfred E. Spokes Alfred E. Spokes Harold J. Kratzert | Rambeau Associated MacGregor UP |
| KINGSTON..... | WKNY | 1490 | 250 | Kingston Broadcasting Corp. Broadway Theatre Bldg. 4500 | MBS | John J. Laux Lou Steketee George M. Hard | Lou Steketee Claude S. Middagh Francis H. Boisvert | Spot Sales UP |
| MIDDLETOWN..... | WALL | 1340 | 250 | Community Broadcasting Corp. State Theatre Bldg. 3119 | KBS | Elsie & Martin Karig Sr. Martin Karig Jr. Z. E. Van Fleet | John W. Jones Arthur L. Cooper Ernest Warnock | Burn-Smith AP |
| NEWBURGH..... | WGNY | 1220 | 1,000-D | WGNY Broadcasting Co. Inc. 161 Broadway 4-600 | | Merritt C. Speidel Harold W. Cassill Joseph W. Rake | Richard F. Crans H. W. Cassill Marvin Seimes | Standard UP |
| NEW YORK CITY 22 | WABC | 880 | 50,000 | Columbia Bestg. System 485 Madison Ave. Wickersham 2-2000 | CBS | CRS-William S. Paley Arthur Huli Hayes John H. Field Jr. | G. Richard Swift Jules Dui des Henry Grossman | Radio Sales Lang-Worth Associated AP, UP, INS |
| NEW YORK CITY 51 | WBNX | 1880 ST-WAWZ | 5,000 | WBNX Broadcasting Co. Inc. 260 E. 161st St. Meirose 5-0338 | | Amory L. Haskell Wm. I. Moore Wm. I. Moore | (Edward Ervin Frank Johnson A. L. Solbrig | Forjoe AP |
| NEW YORK CITY 20 | WEAF | 660 | 50,000 | National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300 | NBC | NBC-Niles Trammell D. L. Provost J. V. McConnell | T. C. McCray Charles B. H. Vaill F. A. Wankel | NBC Spot Standard Thesaurus AP, UP, INS |

In Buffalo

WGR

550 K. C.

**BUFFALO'S BLUE
NETWORK STATION**

**5000 WATTS BY DAY
1000 WATTS BY NIGHT**

WKBW

1520 K. C.

**BUFFALO'S ONLY
50,000 WATT STATION**

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representatives: FREE & PETERS, INC.



YOUR WESTERN NEW YORK SALESMAN

- ... a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.
- ... a visitor who is always welcome in the 741,410 radio homes of this 43 county area.
- ... a salesman who always delivers a glowing call report... proved by mail response and audience surveys.
- ... a full-time day and evening representative who keeps the door open for your message.
- ... one of the family, whose friendly greeting introduces you to your most worthwhile prospects.



"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N. Y."

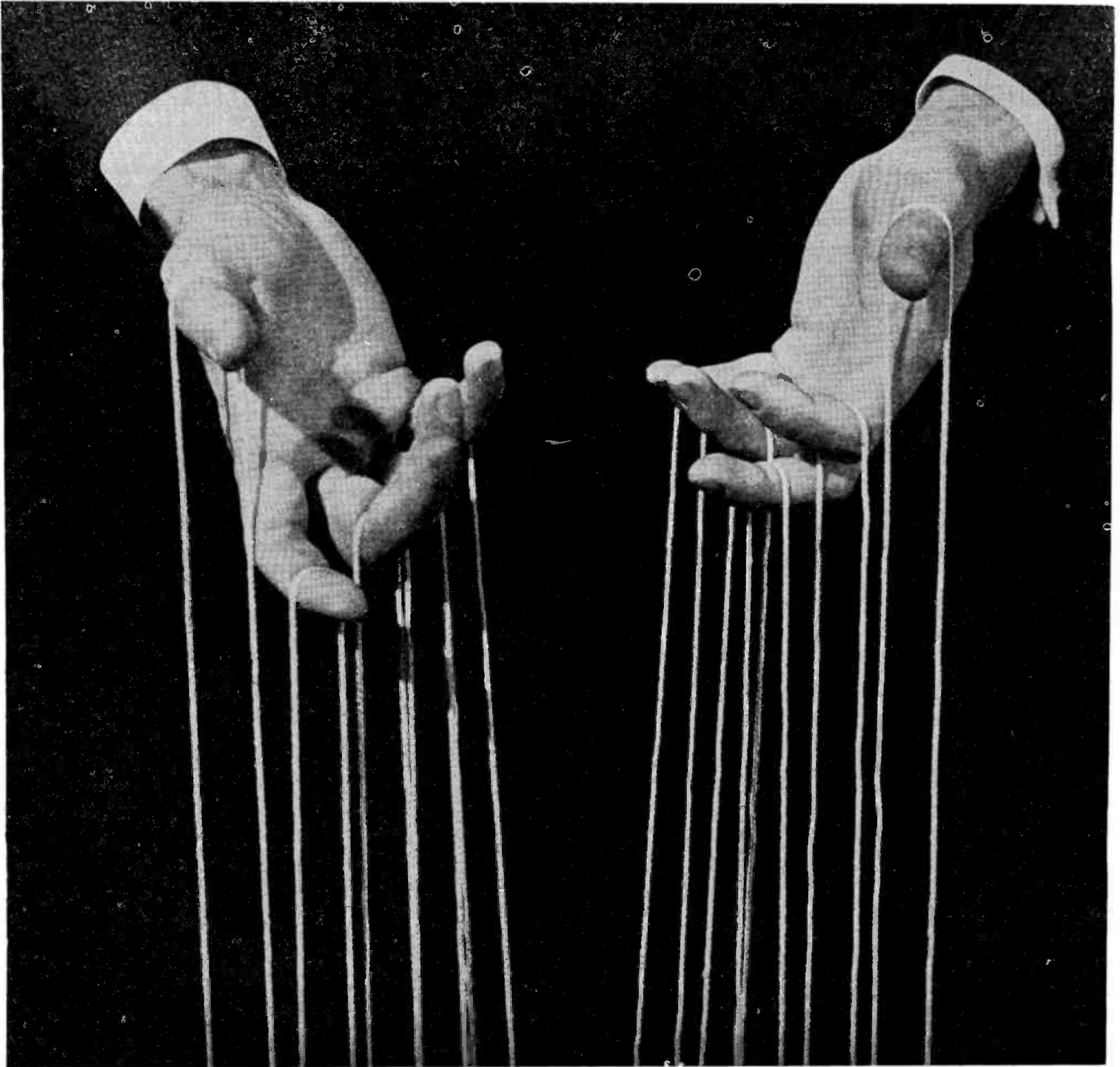
50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

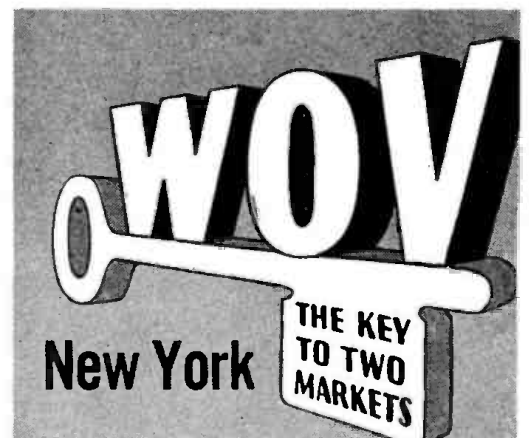
"The Stromberg-Carlson Station"



Control of Two New York Markets

THE guiding influence in WOV's broadcasting day is strict adherence to the belief that it's the program that gets the listener. As a result, two great markets listen to WOV and, in their respective listening hours, combine to give this important station a constant, controlled, around-the-clock selling power. In the daytime, because it brings them the programs they want to hear, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio families. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV's "1280 Club" delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., NAT'L REP.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdad. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------------|--------------------------|---------------------|---|-------------|---|---|--|
| NEW YORK CITY 19 | WEVD | 1330 ST-WBBR, WHAZ | 5,000 | Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360 | | Adolph Held Henry Greenfield Henry Greenfield | George Field Charles Brown | AP |
| NEW YORK CITY 19 | WHN | 1050 | 50,000 | Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800 | | Herbert L. Petzey Frank Roehrenbeck Bertram Lebar Jr. | Frank Roehrenbeck Robert F. Anthony Paul Fuelling | Rambeau Bannan AP, UP, Reuters |
| NEW YORK CITY... | WHOM | 1480 | 1,000-LS 500-N | New Jersey Bestg. Corp. 29 W. 57th St. Plaza 3-4204 | | Gardner Cowles Jr. Craig Lawrence Jack Compter | Charles Baltin Jack Paige Theodore Gempp | Katz AP, UP |
| NEW YORK CITY 18 | WINS | 1010 | 10,000 CP-50,000 | Hearst Radio Inc. 25 W. 44th St. Bryant 9-6000 | | Hearst Radio Inc. Willard Schroeder J. Trevor Adams Jr. | Robert W. Hergenson Ann M. Wright Louis J. Levy | Raymer World Standard AP, INS |
| NEW YORK CITY 20 | WJZ | 770 | 50,000 | American Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-5700 | Blue | {Edward J. Noble Chester La Roche Mark Woods John McNeil Robert I. Garver | John Hade Duncan Miller George Milne | Blue Spot Thesaurus AP, UP, INS |
| NEW YORK CITY... | WLIB | 1190 L-WOWO | 1,000 | WLIB Inc. 846 Flatbush Ave., B'klyn 25 Buckminster 7-5900 | | {Dorothy S. Thackrey Elias L. Godofsky Paul Gould Robert M. Scholle | Leonard Carlton Arthur Faske | Ferje World Associated AP, UP |
| NEW YORK CITY 19 | WMCA | 570 | 5,000 | WMCA Inc. 1657 Broadway Circle 6-2200 | | Nathan Straus Charles Stark Charles Stark | Howard Klarman Frank Marx | Weed AP |
| NEW YORK CITY 22 | WNEW | 1130 | 10,000 | Greater New York Bestg. Corp. 501 Madison Ave. Plaza 3-3300 | | Greater New York Bestg. Corp. Bernice Judis Walter Duncan | Ted Cott Wm. B. McGrath Max Weiner | Blair Standard Lang Worth Thesaurus AP |
| NEW YORK CITY 7 | *WNYC | 830 L-WCCO SA-SH-N | 1,000 | City of New York Centre & Duane Sts. Worth 2-5600 | | City of New York M. S. Novik | S. N. Siegel (leave) John De Prospe | AP, INS |
| NEW YORK CITY 18 | WOR | 710 | 50,000 | Bamberger Bestg. Service Inc. 1440 Broadway Pennsylvania 6-8600 | MBS | {Alfred J. McCosker Theodore C. Streibert Theodore C. Streibert Rufus C. Maddux Eugene Thomas | Julius F. Seebach Jr. Joseph Creamer J. R. Poppele | MacGregor World AP, UP, TP |
| NEW YORK CITY 19 | WOV | 1280 ST-WHBI | 5,000 | Wodaam Corp. 730 Fifth Ave. Circle 5-7979 | | Arde Bulova Ralph N. Weil Ralph Nardella | Arnold Hartley Judith Vallen Hillis Holt | Pearson Standard UP |
| NEW YORK CITY 19 | WQXR | 1560 | 10,000 | Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566 | | New York Times Co. Elliott M. Sanger Hugh Kendall Boice | Eleanor N. Sanger Norman S. McGee Russell D. Valentine | World Associated AP |
| NEW YORK CITY... | WWRL (Woodside) | 1600 | 250 | Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300 | | William H. Reuman William H. Reuman Edith Dick | Lou Cole Edith Dick Joseph A. Franz | AP |
| NIAGARA FALLS ... | WHLD | 1290 | 1,000-D | Niagara Falls Gazette Pub. Co. Hotel Niagara 8421 | | A. C. Deuel Earl C. Hull Richard G. Robbins | Robert Manning Robert J. Wilson | Headley-Reed Associated Standard UP |
| OGDENSBURG..... | WSLB | 1400 | 250 | St. Lawrence Bestg. Corp. 2315 Knox St. 500 | MBS | Joseph R. Brandy Harold J. Frank J. R. Brandy | H. J. Frank Clifford Moore | Walker Thesaurus UP |
| OLEAN..... | WHDL | 1450 | 250 | WHDL Inc. Exchange National Bank Bldg. 4149 | Blue | Col. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown | Virgil C. Booth Ivers J. Norton Thomas J. Gill | McKinney World |
| PLATTSBURG..... | WMFF | 1340 | 250 | Plattsburg Broadcasting Corp. Radio Center 1600 | Blue KBS | George F. Bissell George F. Bissell Joel H. Scheier | Betty Swift Joel H. Scheier John E. Vrindten | Clark Standard UP |
| POUGHKEEPSIE.... | WKIP | 1450 | 250 | Poughkeepsie Newspapers Inc. | Blue | | | Thesaurus AP |
| ROCHESTER 4..... | WHAM | 1180 | 50,000 | Stromberg-Carlson Co. Sheraton Hotel Stone 1862 | NBC | William A. Fay John H. Lee John W. Kennedy Jr. | Charles Siverson Truman Brizee Kenneth Gardner | Hollingbery World Thesaurus UP |
| ROCHESTER..... | WHEC | 1460 | 1,000-LS 500-N | WHEC Inc. 40 Franklin St. Stone 1820 | CBS | Frank E. Gannett Gunnar O. Wiig LeMoine C. Wheeler | William J. Adams Bernard C. O'Brien | McKinney Standard Associated AP |
| ROCHESTER..... | WSAY | 1370 | 1,000 | Brown Radio & Service Laboratory | MBS | | | INS |
| SARANAC LAKE.... | WNBZ | 1320 | 100-D | Upstate Broadcasting Corp. 14 Broadway 1320 | Blue KBS | John F. Grimes Arthur Alvares | A. C. Bagdasarian Robert Lombard H. B. Williams | Clark |
| SCHENECTADY 5 .. | WGYY | 810 | 50,000 | General Electric Co. 1 River Rd. 3-2121 | NBC | Kolin Hager Kolin Hager Kolin Hager | A. O. Coggeshall Jeanne Weller W. J. Purcell | NBC Spot Thesaurus Standard AP, UP |
| SCHENECTADY 7... | WSNY | 1240 | 250 | Western Gateway Bestg. Corp. 619 State St. 3-3622 | | Winslow P. Leighton George R. Nelson George R. Nelson | Edward F. Flynn Irving Beck | Wood Standard Lang-Worth AP |



The High Fidelity Station

WQXR

10,000 WATTS • NIGHT AND DAY



WQXQ

NEW YORK'S FIRST F.M. STATION



THE RADIO STATIONS OF
The New York Times



INTERSTATE BROADCASTING COMPANY, Inc.

730 FIFTH AVENUE • NEW YORK 19, N. Y.

Circle 5-5566

HOOPER REPORTS

ON ROCHESTER, N.Y.




Rochester

Continuing Measurement of Radio Listening

CITY ZONE STATION HOOPERATING
FOR THE PERSONAL USE OF

E. HOOPER, INC.
RADIO LISTENING MEASUREMENT
NEW YORK LOS ANGELES
LONDON CHICAGO

For last two months
period previous to closing
date of "Broadcasting Year Book"

| | WHEC | STATION B | STATION C | ALL OTHERS |
|---|-------------|--------------|--------------|---------------|
| MORNING INDEX 8:00—12:00 A. M. Monday through Friday  | 45.6 | 26.7 | 20.8 | 6.9 |
| AFTERNOON INDEX 12:00—6:00 P. M. Monday through Friday  | 45.5 | 30.5 | 19.8 | 4.2 |
| EVENING INDEX 6:00—10:00 P. M. Sunday through Saturday  | 42.8 | 38.0 | 16.3 | 2.9 |

WHEC

ROCHESTER, N.Y.

National Representatives
J. P. McKINNEY & SON
NEW YORK, CHICAGO, SAN FRANCISCO





SALES FOR A SONG!!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they *know* that these programs *move goods* in the world's richest market! Here's *why* they know it . . .

BREAKFAST IN BEDLAM—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

WOMAN OF TOMORROW—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

WOMAN'S EXCHANGE—Alma Kitchell's after-lunch program recently *doubled* the number of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.



HOUSEWIVES PROTECTIVE LEAGUE and SUNRISE SALUTE—Galen Drake's double-barreled package of selling. The show *Billboard Magazine* calls one of the greatest theories of product selling in radio! 6 A. M. and 1:45 P. M., Monday through Friday.

STAN SHAW'S SHOW—*The Voice With a Record*—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact **BLUE SPOT SALES**, or the Sales Department of

KEY STATION OF THE BLUE NETWORK

WJZ

770 on your dial

YOUR STRONGEST VOICE IN THE WORLD'S GREATEST MARKET!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NEW YORK—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|---------|---|--|---|
| SYRACUSE..... | WAGE | 620 | 1,000 | WAGE, Inc. Loew Theatre Bldg. 2-0277 | Blue | Frank G. Revoir William T. Lane Aaron Beckwith | Alfred Dinsdale Aaron Beckwith Charles W. Brannen | Petry Standard AP |
| SYRACUSE 2..... | WFBL | 1390 | 5,000 | Onondaga Radio Bestg. Corp. 433 S. Warren St. 2-1147 | CBS | Samuel H. Cook Samuel Woodworth Chas. F. Phillips | Chas. F. Phillips Robert G. Soule Alfred R. Marcy | Free & Peters World INS |
| SYRACUSE..... | WOLF | 1490 | 250 | Civic Broadcasting Corp. Chimes Bldg. 2-7211 | MBS | T. S. Marshall T. S. Marshall T. S. Marshall | Hamilton Woodlee T. S. Marshall David F. Foote | Walker Standard AP |
| SYRACUSE 2..... | WSYR | 570 | 5,000 | Central New York Bestg. Corp. 224 Harrison St. 3-7111 | NBC | Col. Harry C. Wilder Col. Harry C. Wilder William R. Alford Jr. | William V. Rothrum E. R. Vadeboncoeur Armand G. Belle Isle | Raymer Standard Lang-Worth Associated UP |
| TROY..... | WHAZ | 1330 ST-WBBR, WEVD | 1,000 | Rensselaer Polytechnic Institute | | | | |
| TROY..... | WTRY | 980 | 1,000 | Troy Broadcasting Co. 92 Fourth St. 2100 | Blue | Col. Harry C. Wilder William A. Ripley | E. W. Rossell G. Edward Walker Waldo Whitman | Raymer World Standard Lang-Worth UP |
| UTICA 2..... | WIBX | 1230 | 250 | WIBX Inc. First National Bank Bldg. 2-2101 | CBS | Mrs. Scott Howe Bowen | Elliott Stewart Nathan W. Cook John T. Dowdell | Wood Bannan Reiter Biddick World UP, INS |
| WATERTOWN..... | WATN | 1240 | 250 | Watertown Broadcasting Corp. Woolworth Bldg. 975 | MBS | G. H. Righter G. H. Righter | Theodore W. Austin | Standard AP |
| WATERTOWN..... | WWNY | 790 | 1,000 | Brockway Co. Hotel Woodruff 4-120 | CBS | Harold B. Johnson Thomas E. Martin Louis Saiff Jr. | James W. Higgins Thomas R. McHugh Maynard B. Davis | Weed World UP |
| WHITE PLAINS..... | WFAS | 1230 | 250 | Westchester Broadcasting Corp. Roger Smith Hotel 6400 | KBS | J. Noel Macy Frank A. Seitz Harold A. Levy | Randall Kaler Frank A. Seitz | Headley-Reed Associated World AP |

NORTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|--------------------------|---|---|--|
| ASHEVILLE..... | WISE | 1230 | 250 | WISE Inc. 98 College St. 1213 | NBC, MBS Daniel Boone | Harold Thoms Harold Thoms Ken Beachboard | Floye Bowers Hix Thode Madeline Hollerith | Cummings Burn Smith Standard INS |
| ASHEVILLE..... | WWNC | 570 | 1,000 | Asheville Citizen-Times Co. Citizen-Times Bldg. 5500 | CBS | {Chas. A. Webb Don S. Elias Don S. Elias James A. Hagan | Lee Chadwick Cecil B. Hoskins | Katz Associated AP, UP |
| BURLINGTON..... | WBBB | 920 | 1,000-D | Alamance Bestg. Co. Inc. 310 1/2 S. Main St. 2730 | MBS Tobacco KBS | Alamance Bestg. Co. Inc. E. Z. "Easy" Jones Roy Springer | Earl Caton Roy Springer Berry Tysor | Lang Worth Standard AP, UP |
| CHARLOTTE 2..... | WAYS | 610 | 1,000 | Inter-City Advertising Co. 120 E. Third St. 3-7173 | MBS, Blue | George W. Dowdy Walter H. Goan | W. H. Porcher Jr. J. C. Price | Weed Standard AP, INS |
| CHARLOTTE 2..... | WBT | 1110 | 50,000 | Columbia Bestg. System Inc. Wilder Bldg. 3-8833 | CBS | CBS-A. D. Willard Jr. A. D. Willard Jr. Royal Penny | Chas. H. Crutchfield Wm. F. Carley M. J. Minor | Radio Sales Lang-Worth AP, UP |
| CHARLOTTE 1..... | WSOC | 1240 | 250 | WSOC Inc. 1925 N. Tryon St. 7138 | NBC | E. J. Gluck E. J. Gluck W. C. Irwin | Ronald G. Jenkins L. L. Caudle Jr. | Headley-Reed Standard Thesaurus AP |
| CONCORD..... | WEGO | 1410 | 1,000-D | Wayne M. Nelson Concord 2271 | KBS | Wayne M. Nelson Wayne M. Nelson | Wayne M. Nelson | Clarke Standard UP, AP |
| DURHAM..... | WDNC | 1490 | 250 | Durham Radio Corp. 188 1/2 E. Chapel Hill St. R-165 | CBS | C. C. Council J. Frank Jarman J. Frank Jarman | Henry Curth J. Frank Jarman Walter S. Hill | Wilson Standard AP, UP |
| ELIZABETH CITY... | WCNC | 1400 | 250 | Albemarle Broadcasting Co. | MBS | | | UP |
| FAYETTEVILLE.... | WFNC | 1450 | 250 | Cape Fear Broadcasting Co. 114 Anderson St. 4843 | MBS Tobacco | Cape Fear Bestg. Co. W. C. Ewing Paul Moyle | Ray Woodard Paul Moyle | Walker Lang-Worth UP |
| GASTONIA..... | WGNC | 1450 | 250 | F. C. Todd National Bank of Commerce Bldg. 782 | Blue KBS | F. C. Todd Pat McSwain F. C. Abernethy | Earl Holder Pat McSwain W. C. Groves Jr. | Cox & Tanz MacGregor |

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

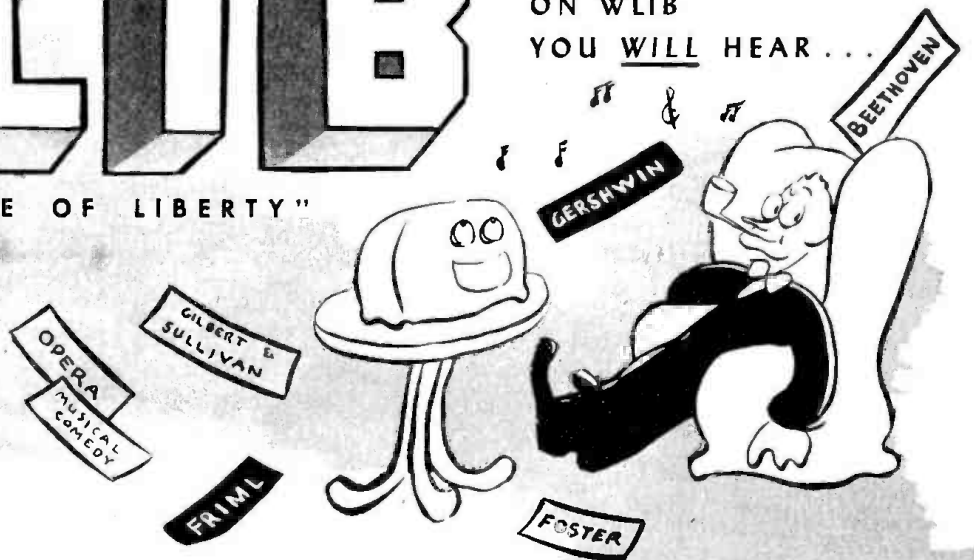
NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB YOU WILL HEAR...



1190
ON YOUR DIAL
CLEAR CHANNEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NORTH CAROLINA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|-------------------------------|-------------------------|---------------------|--|----------------|---|--|--|
| GOLDSBORO..... | WGBR | 1400 | 250 | Eastern Carolina Bcastg. Co. Inc. P. O. Box 1024 1550 | MBS Tobacco | A. T. Hawkins Harry G. Bright L. B. Nelson | John Gay Britt Harry G. Bright Daniel B. Trueblood | Walker Standard World AP, UP |
| GREENSBORO..... | WBIG | 1470 | 5,000 | North Carolina Bcastg. Co. Inc. Box 1807 6125 | CBS | Maj. Edney Ridge Maj. Edney Ridge Gilbert M. Hutchison | Wally Williams Madge Banks Earl Allison | Hollingbery World MacGregor Thesaurus AP |
| GREENSBORO..... | WGBG | 980 | 1,000-D | Greensboro Bcastg. Co. Inc. Ashe Street Extension 3-3631 | Blue | Ralph M. Lambeth Ralph M. Lambeth J. R. Marlowe L. O. Hutchins | Stan Conrad J. R. Marlowe J. H. Warlick | Burn-Smith Lang-Worth UP |
| GREENVILLE..... | WGTC | 1490 | 250 | Greenville Broadcasting Co. Falkland Highway 3182 | MBS Tobacco | J. J. White Margaret J. Laughinghouse Carl McKinney | M. J. Laughinghouse M. J. Laughinghouse Hank Tribbley | World UP |
| HENDERSON..... | WHNC (Construction permit) | 890 | 250-D | Henderson Radio Corp. | | S. S. Stevenson Nathan Frank | | |
| HICKORY..... | WHKY | 1290 | 5,000-LS 1,000-N | Catawba Valley Bcastg. Co. Inc. Radio Bldg. 1195 | Blue | Carl V. Cline Edmund S. Long Frank Halthcox Sr. | W. M. Bennett Edmund S. Long | Wilson World UP |
| HIGH POINT..... | WMFR | 1230 | 250 | Radio Station WMFR Inc. 156 1/2 S. Main St. 4693 | Blue KBS | James E. Lambeth H. M. Lambeth Pat Taylor | Gary Davis Pat Taylor R. P. Boyd | Burn-Smith UP |
| KINSTON..... | WFTC | 1230 | 250 | Jonas Weiland 210 E. King St. 4111 | Blue | Jonas Weiland Jonas Weiland Lester L. Gould | Harvey R. Evans Harvey R. Evans David Hardison | Burn-Smith AP |
| NEW BERN..... | WHIT | 1450 | 250 | Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 1450 | MBS Tobacco | Louis N. Howard Louis N. Howard Louis N. Howard | Ed W. Burwell Paul Parker W. Glenn Neuville | Thesaurus Lang-Worth UP |
| RALEIGH..... | WPTF | 680 | 50,000 | WPTF Radio Co. Insurance Bldg. 8311 | NBC | J. R. Weatherspoon Richard H. Mason Ollie L. Carpenter | Garret W. Morrison Henry Hulick Jr. | Free & Peters World Thesaurus AP, UP |
| RALEIGH..... | WRAL | 1240 | 250 | Capitol Broadcasting Co. 130 S. Salisbury St. 6411 | MBS Tobacco | A. J. Fletcher Fred Fletcher C. D. Moore | Ray Reeve Steve Woodson Stanley Brown | Weed Lang-Worth AP |
| ROANOKE RAPIDS.. | WCBT | 1230 | 250 | Radio Station WCBT Inc. 251 Roanoke Ave. 855-1 | MBS KBS | S. E. Crew S. E. Crew Nathan Frank | Mamie Nash Nathan Frank C. W. Mears | Burn-Smith MacGregor World UP |
| ROCKY MOUNT.... | WEED | 1450 | 250 | W. Avera Wynne Box 391 1420 | Blue | W. A. Wynne W. A. Wynne Ray Bandy | Eunice Snipes W. W. Primm | World AP, UP |
| SALISBURY..... | WSTP | 1490 | 250 | Piedmont Broadcastng Corp. | MBS | | | AP |
| WASHINGTON..... | WRRF | 930 | 1,000-D | Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403 | Blue | W. R. Roberson Sr. W. R. Roberson Jr. W. R. Roberson Jr. | Mary Miller W. R. Roberson Jr. George P. Martin | Forjoe Burn-Smith Standard AP |
| WILMINGTON..... | WMFD | 1400 | 250 | Richard Austin Dunlea P. O. Box 696 4840 | Blue | R. A. Dunlea Claud O'Shields | Harry W. Lee Mrs. A. W. Rogers Edward I. Herring Jr. | Burn-Smith UP |
| WILSON..... | WGTM | 1340 | 250 | Penn T. Watson Wilson 2188 | MBS Tobacco | Penn T. Watson Allen E. Wannamaker Robert Brunson | Clinton Faris Allen E. Wannamaker Warre Wooten | Burn-Smith World UP |
| WINSTON-SALEM 3. | WAIR | 1340 | 250 | WAIR Broadcasting Co. Pepper Bldg. 2-1133 | Blue, MBS | Partnership George D. Walker C. G. Hill | Charles Keaton George D. Walker Lee King | Walker World AP |
| WINSTON-SALEM 1 | WSJS | 600 | 5,000 | Piedmont Publishing Co. 419 N. Spruce St. 4141 | NBC | Gordon Gray Harold Essex Harry B. Shaw | Clay B. Daniel Harold Essex Philip F. Hedrick | Headley-Reed Associated Lang-Worth UP |

NORTH DAKOTA

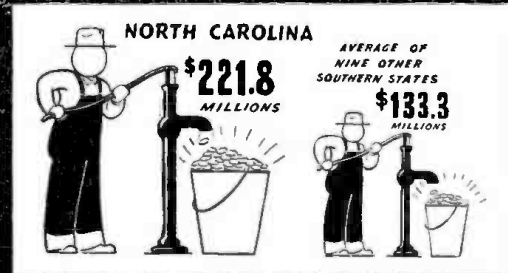
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|--------------------|---|--|--|
| BISMARCK..... | KFYR | 550 | 5,000 | Meyer Broadcasting Co. 320 Broadway 468 | NBC Northwest | P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds | Cal Culver Cal Culver Ivar Nelson | Thesaurus Standard UP |
| DEVILS LAKE..... | KDLR | 1240 | 250 | KDLR Inc. 1025 Third St. 1090 | MBS No. Central | Bert Wick Bert Wick Bert Wick | James Travis Richard Moritz | MacGregor World UP |
| FARGO..... | WDAY | 970 | 5,000 | WDAY Inc. Black Bldg. 5357 | NBC Northwest | Earl C. Reineke Barney J. Lavin (leave) Tom Barnes | Ken Kennedy Mildred Gregerson Julius Hetland (leave) | Free & Peters Thesaurus AP, UP |

NORTH CAROLINA

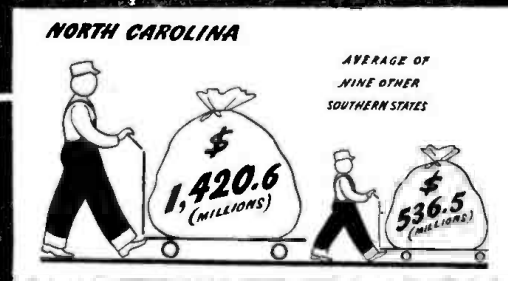
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH



FREE & PETERS, INC., NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

NORTH DAKOTA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|----------------------|---|---|--|
| GRAND FORKS..... | *KFJM | 1440 SH-KILO | 1,000-LS 600-N | University of North Dakota University Station 2800 | | Univ. of North Dakota Donald J. Robertson J. W. Wilkerson | Fay Lufkin Arnold Petrich | |
| GRAND FORKS..... | KILO | 1440 SH-KFJM | 1,000-LS 500-N | Dalton Le Masurier First National Bank Bldg. 1200 | CBS | Dalton Le Masurier Dalton Le Masurier Elmer Hanson | Arnold Petrich | Headley-Reed MacGregor Lang-Worth UP |
| JAMESTOWN..... | KSJB | 600 | 250-LS 100-N | Jamestown Broadcasting Co. Inc. Midland Bldg. 100 | CBS, MBS No. Central | L. J. McNeil Lloyd R. Amoo Lloyd R. Amoo | Florence Putnam Betty Henry Lloyd R. Amoo | No. Central MacGregor UP, AP |
| MANDAN..... | KGCU | 1270 | 250 | Mandan Radio Assoc. Inc. 205 1st St. N. W. 631 | MBS No. Central | W. S. Russell M. J. Reichert | LeRoy Gunderson | Lang-Worth |
| MINOT..... | KLPM | 1390 | 1,000 | Minot Broadcasting Co. Fair Block 1267 | MBS No. Central | John B. Cooley C. W. Baker E. H. Cooley | Jack Helling E. H. Cooley C. W. Baker | Walker World UP |
| VALLEY CITY..... | KOVC | 1490 | 250 | KOVC Inc. 312 Fifth Ave. 408 | MBS No. Central | Robert E. Ingstad Robert E. Ingstad Robert E. Ingstad | George L. Brooks Charles J. Sjoström | UP |

OHIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promo'lon Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|------------------|--|---------|---|---|---|
| AKRON 9..... | WADC | 1350 | 5,000 | Allen T. Simmons Box 830 Meadowbrook 3211 | CBS | Allen T. Simmons Allen T. Simmons Allen T. Simmons | H. L. Hageman Bob Wilson Lawrence Hennigan | Hollingbery MacGregor Standard UP |
| AKRON 8..... | WAKR | 1590 | 5,000 | Summit Radio Corp. First Central Tower Hemlock 6151 | Blue | S. Bernard Berk S. Bernard Berk Kenneth M. Keegan | Stanley N. Schultz V. G. Berk George Paul | Weed Associated Standard Thesaurus AP, UP |
| AKRON 8..... | WHKK | 640 L-KFI | 1,000 | United Broadcasting Co. 51 W. State St. Blackstone 7101 | | Sterling Graham Fred A. Richmond John A. Harrington | Louis Heinrich James S. Hill | Radio Adv. Lang-Worth World AP |
| ASHTABULA..... | WICA | 970 | 1,000-D | WICA Inc. 221 Center St. 1211 | | C. A. Rowley Robert B. Rowley Donald Fasset | Walter Walrath Alfred B. Newkirk Homer Johnson | Walker Thesaurus World UP |
| CANTON..... | WHBC | 1480 | 1,000 | Ohio Broadcasting Co. 550 Market Ave. S. 7166 | MBS | Louis H. Brush Felix Hinkle Robert Fehlman | J. Leonard Taylor Robert Fehlman Kenneth L. Sliker | Burn-Smith World AP, UP |
| CINCINNATI 1..... | WCKY | 1530 | 50,000 | L. B. Wilson Inc. Hotel Gibson Cherry 6565 | CBS | L. B. Wilson Fred A. Palmer George H. Moore | Robert M. Fleming Wells Bruen C. H. Topmiller | Free & Peters Standard Lang-Worth AP, UP |
| CINCINNATI 2..... | WCPO | 1230 | 250 | Scripps-Howard Radio Inc. Carew Tower Main 3314 | | Scripps-Howard Radio Inc. M. C. Watters | Fred P. Pfahler Jr. Roger H. Wetz | Branham Associated MacGregor Lang-Worth Standard UP |
| CINCINNATI 6..... | WKRC | 550 | 5,000-LS 1,000-N | Cincinnati Times-Star Co. Hotel Aims Woodburn 0550 | MBS | Hulbert Taft Sr. Herman Fast Jake Latham | Joel W. Stovall Nelson King George Wilson | Katz Standard Lang-Worth AP, UP |
| CINCINNATI 2..... | WLW | 700 | 50,000 | The Crosley Corp. Crosley Square Cherry 1822 | NBC | (Powel Crosley Jr. James D. Shouse R. E. Dunville Harry Mason Smith | Howard Chamberlain Marshall Terry R. J. Rockwell | WLW World AP, UP, INS, Reuters |
| CINCINNATI 2..... | WSAI | 1360 | 5,000 | Marshall Field 140 W. 9th St. Cherry 1822 | Blue | Marshall Field Walter A. Callahan W. R. Christian | James Leonard | Raymer World Thesaurus AP, UP, INS |
| CLEVELAND 1..... | WGAR | 1220 | 5,000 | WGAR Broadcasting Co. Statler Hotel Prospect 0200 | CBS | George A. Richards John F. Fatt Harry Camp | David Baylor Clyde Vortman R. Morris Pierce | Petry Lang-Worth World UP |
| CLEVELAND 13..... | WHK | 1420 | 5,000 | United Broadcasting Co. Terminal Tower Prospect 5300 | MBS | Sterling Graham K. K. Hackathorn J. B. Maurer | C. M. Hunter Sue Cornelius Ralph DeLany | Raymer Lang-Worth Associated AP |
| CLEVELAND 15..... | WJW | 850 | 5,000 | WJW Inc. 1375 Euclid Avenue Superior 0101 | Blue | Wm. M. O'Neil Wm. M. O'Neil H. W. Waddell | Edward N. Palen A. Ben Stiller Gerald G. Roberts | Headley-Reed Standard UP |
| CLEVELAND 14..... | WTAM | 1100 | 50,000 | National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942 | NBC | NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton | Hal Metzger Howard Barton S. E. Leonard | NBC Spot Thesaurus Standard AP, UP |

WAKR

TOWERS OVER AKRON

Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives



For Youngstown, Ohio Coverage
it's **WFMJ**

WFMJ
Youngstown

OHIO'S THIRD MARKET

28th Market of the Nation

COMPLETE NEWS

Reports of the Associated Press, the United Press, and local news from The Youngstown Vindicator.

MARKET DATA

PRIMARY COVERAGE*

| | |
|------------------------|---------------|
| Population..... | 473,605 |
| Radio Homes..... | 109,498 |
| Total Retail Sales.... | \$161,379,000 |
| Food Sales..... | \$41,738,000 |
| General Mdse. Sales.. | \$22,086,000 |
| Apparel Stores..... | \$12,315,000 |
| Drug Stores..... | \$4,517,000 |

*These are 1940 Census figures. All would be much higher now.

Write for the New WFMJ Brochure

WFMJ

Blue Network for Ohio's Third Market

| Hooper Station Listening Index—Oct.-Nov., 1944 | | | | | | |
|--|------|------|------|------|-----|------------|
| | WFMJ | A | B | C | D | All Others |
| Morn. Index Mon.-Fri. 8 a. m.-12 m. | 52.2 | 17.8 | 13.6 | 7.9 | 4.0 | 4.5 |
| 12 m.-6 p. m. Afternoon | 31.6 | 18.4 | 20.4 | 21.2 | 4.5 | 3.9 |
| Evening Sun.-Sat. 6-10 p. m. | 26.6 | 37.9 | | 29.2 | 3.9 | 2.4 |

Ask HEADLEY-REED, National Representatives

MEMBER N. A. B.—O. A. B. SUBSCRIBER TO C. E. HOOPER, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

OHIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdad. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------|--------------|-------------------------|---------------------|---|-------------|--|---|---|
| COLUMBUS | WBNS | 1460 | 5,000-LS 1,000-N | WBNS Inc. 83 N. High St. Adams 9266 | CBS | Richard S. Wolfe Edgar T. Wolfe W. I. Orr | Jerome R. Reeves Jim Yerian Lester H. Nafzger | Blair Standard AP |
| COLUMBUS 15 | WCOL | 1230 | 250 | The Pixleys 83 N. High St. Main 4681 | Blue | L. A. Pixley Jack Kelly Jack Kelly | Howard Donahoe James Renick J. E. Lowe | Weed Lang-Worth World AP, INS |
| COLUMBUS 15 | WHKC | 610 | 1,000 | United Broadcasting Co. 22 E. Gay St. Adams 1101 | MBS | Cleveland Plain Dealer Carl M. Everson Harry H. Hoensly | John B. Moses H. H. Hoensly J. E. Anderson | Radio Adv. Lang-Worth UP |
| COLUMBUS 10 | *WOSU | 820 L-LS, Dallas | 5,000 | Ohio State University University Campus University 3148 | | Howard L. Bevis Robert C. Higgy | William H. Ewing Robert C. Higgy | UP |
| DAYTON 1 | WHIO | 1290 | 5,000 | Miami Valley Bestg. Corp. 46 S. Ludlow St. Adams 2261 | CBS | James M. Cox Robert H. Moody Arthur H. Tomsett | Lester G. Spencer Garland V. Baldwin Ernest L. Adams | Hollingsbery World Standard AP, UP, INS Reuters |
| DAYTON 2 | WING | 1410 | 6,000 | Great Trails Bestg. Corp. 121 N. Main St. Adams 3288 | Blue | Charles Sawyer J. F. Williams Harold Higgins | Lin Mason Ira E. Wing Stanley Beck | Weed MacGregor Thesaurus AP |
| FINDLAY | WFIN | 1830 | 1,000-D | Findlay Radio Co. 500 1/4 S. Main St. 1330 | KBS | Fred R. Hover Fred R. Hover Kent L. Jeffrey | Millicent Mertz Edgar C. Smith | Standard Lang-Worth INS |
| HAMILTON | WMOH | 1450 | 250 | Fort Hamilton Bestg. Co. 2nd National Bank Bldg. 4664 | | Herbert G. Pabst Don Ioset Joseph True | Sam Sague Joseph True Andrew Bruck | Thesaurus MacGregor |
| LIMA | WLOK | 1240 | 250 | Fort Industry Co. National Bank Bldg. 9-3161 | NBC | Lt. Comdr. George B. Storer Ralph G. Elvin R. G. Elvin | Edgar C. Ulrick R. G. Elvin Richard Gartner | Headley-Reed Lang-Worth Standard AP |
| MANSFIELD | WMAN | 1400 | 250 | Richland Inc. 144 1/2 Park Ave. W. 4235 | Blue | Monroe F. Rubin J. Marion O'Hara J. M. O'Hara | Robert Christopher J. M. O'Hara William Morrison | Standard UP |
| MARION | WMRN | 1490 | 250 | Marion Broadcasting Co. WMRN Bldg. 3226 | Blue KBS | Robert T. Mason Robert T. Mason George A. Speese | Madge L. Cooper Tom Beebe S. Robert Morrison | MacGregor Standard Thesaurus UP |
| PORTSMOUTH | WPAY | 1400 | 250 | Scioto Broadcasting Co. 1009 Gallia St. 1010 | MBS | Louis H. Brush Paul Wagner Paul Wagner | Patricia Hooley Patricia Hooley M. L. Myers | Lang-Worth AP, UP |
| SPRINGFIELD | WIZE | 1340 | 250 | Radio Voice of Springfield Inc. 117 W. High St. 4955 | Blue | Charles Sawyer Adna Karns Adna Karns | Arthur Martin James Newman Victor Bushong | Weed MacGregor Thesaurus AP, UP |
| STEBENVILLE | WSTV | 1340 | 250 | Valley Broadcasting Co. Exchange Realty Bldg. 2-6265 | MBS | Valley Broadcasting Co. John J. Laux John J. Laux | John L. Merdian John L. Merdian Joseph M. Troesch | Spot Sales Standard UP |
| TOLEDO 4 | WSPD | 1870 | 5,000 | Fort Industry Co. Broadcast Bldg. Adams 3175 | NBC | Lt. Comdr. George B. Storer E. Y. Flanigan | Robert B. Evans Westford F. Shannon Frank M. Hilbert | Katz Lang-Worth Thesaurus AP, INS |
| TOLEDO 2 | WTOL | 1230 | 250 | Community Broadcasting Co. Bell Bldg. Adams 3291 | Blue | Frazier Reams Arch Shawd Gard Wallace | Russell Perry Betty Hartman John Sheehan | Standard Associated UP |
| WARREN | WRN | 1400 | 250 | Perry H. Stevens & Frank T. Nied Second National Bldg. 4490 | MBS | Perry H. Stevens Frank T. Nied Emerson J. Pryor Frank B. Cannon | David C. Hale Emerson J. Pryor Charles J. Hurton | Burn-Smith AP |
| YOUNGSTOWN 3 | WFMJ | 1450 | 250 | WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121 | Blue | William F. Maag Jr. William F. Maag Jr. Phil Wood | Robert B. Mackall Frank A. Dieringer | Headley-Reed Standard Lang-Worth AP, UP |
| YOUNGSTOWN 3 | WKBN | 570 | 5,000 | WKBN Broadcasting Corp. 17 N. Champion St. 4-2122 | CBS | Warren P. Williamson Jr. J. L. Bowden J. L. Bowden | Gene Trace Foster Harmon | Raymer World MacGregor Lang-Worth UP |
| ZANESVILLE | WHIZ | 1240 | 250 | Southeastern Ohio Broadcasters Inc. N. Fifth St. 6000 | NBC | Lt. Comdr. George Storer Allen L. Haid Robert Kerns | Ivan Harnew Wm. Hunt | Blair Standard AP |



ONE WKBN TRANSMITTER — — — REACHES MILLIONS

On Respect and Confidence:

One of the great industrial regions of America is given *complete* coverage, day and night by WKBN. In this rich area, embracing a population in the millions, WKBN has earned a position of respect and confidence. Listeners may tune to the station knowing they will receive the finest in entertainment and the latest concise news.

WKBN is a habit. Those who entrust us with the highly important job of *selling* find that their products become habits, too, and enjoy the same respect and confidence as that accorded the *one complete coverage* station in the region—WKBN.

It doesn't cost to use the facilities of WKBN, it *pays*—and pays big dividends. Ask those who have already learned this valuable fact.

Look at your map of Ohio and Pennsylvania. Establish a 50-mile radius around Youngstown—the primary coverage of WKBN. Establish approximately a 100-mile radius—the secondary coverage. Note the population concentration within these areas and *remember* that respect and confidence which has been steadily and conscientiously developed over the past sixteen years of broadcasting. That will show you why this powerful 5000 Watt CBS outlet with its potent influence is a *must* for *complete coverage*.

REPRESENTED BY: PAUL H. RAYMER CO.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permits Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

OKLAHOMA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative Transc. Library News Service |
|------------------|--------------|-------------------------|-----------------|--|-----------------------|---|--|--|
| ADA | KADA | 1230 | 250 | C. C. Morris First National Bank Bldg. 1212 | Blue Oklahoma | C. C. Morris Weldon Stamps LeRoy Mooes | Bill McDowell Betty Hughes Harold Walker | T-H-S AP |
| ARDMORE | KVSO | 1240 | 250-LS 100-N | John F. Easley Hotel Ardmore 3080 | Blue Oklahoma | John F. Easley Albert Riessen Hillis Bell | Dolly Dutton John E. Riessen C. M. Miener | T-H-S Thesaurus AP |
| BARTLESVILLE 1 | KWON | 1400 | 250 | Bartlesville Broadcasting Co. Union National Bank Bldg. 1400 | MBS | J. Fred Case J. Fred Case Jim Case | George S. Lanham E. Dallas De Grafenreid | AP |
| ELK CITY | KASA | 1240 | 100 | Southwest Broadcasting Co. Third & Main Sts. 730 | KBS | Lonnie J. Preston Fred E. Mayhew Fred E. Mayhew | Lonnie J. Preston Howard Jeter | |
| ENID | KCRC | 1390 | 1,000 | Enid Radiophone Co. Broadway Tower 447 | Blue Oklahoma | M. C. Garber Milton B. Garber H. P. Hale | Eleanor Hoehn Murray C. Coleman | Pearson Standard AP |
| LAWTON | KSWO | 1150 | 250-D | KSWO Broadcasting Co. 1710 E. Ave. 2870 | MBS KBS | Byrne Ross Byrne Ross Byrne Ross | Dorothy Harrison Dorothy Harrison W. E. Billington | Associated UP |
| MUSKOGEE | KBIX | 1490 | 250 | Oklahoma Press Publishing Co. Barnes Bldg. 303 | Blue Oklahoma | Tams Bixby Jr. James A. Barry James A. Barry | Sally Miller Glenn Barnett | AP |
| NORMAN | *WNAD | 640 | 1,000-D | University of Oklahoma Faculty Exchange 900 | | Univ. of Oklahoma John W. Dunn | Nat. Erwin J. T. Boyer Jr. | AP |
| OKLAHOMA CITY 3 | KOCY | 1340 | 250 | Plaza Court Broadcasting Co. Plaza Court 3-4333 | MBS | John D. Thomas Matthew H. Bonebrake George Tarter | Paul W. Duncan Harold D. Durham | Walker Standard MacGregor Thesaurus Associated AP |
| OKLAHOMA CITY .. | KOMA | 1520 | 5,000 | KOMA Inc. Biltmore Hotel 2-3291 | CBS | John Griffin Kenyon Brown C. A. Minor Jr. | Paul Buening Webb Benham M. W. Thomas | Free & Peters World UP |
| OKLAHOMA CITY 2. | KTOK | 1400 | 250 | O. L. Taylor Apco Tower 3-8352 | Blue Oklahoma | O. L. Taylor Robert D. Enoch Frank J. Lynch | Harold M. Shreve Clifford M. Easum | T-H-S World Lang-Worth AP, UP |
| OKLAHOMA CITY 1 | WKY | 930 | 5,000 | WKY Radiophone Co. Skirvin Tower Hotel 3-4306 | NBC | E. K. Gaylord Gayle V. Grubb Ralph Miller | Bloyce Wright Doris Luedke Jack Lovell | Katz Standard AP |
| OKMULGEE | KHBG | 1240 | 250 | Okmulgee Broadcasting Corp. McCullouch Bldg. 3646 | MBS KBS | Pat Buford Pat Buford Lucille Buford | Nova Clarke Lucille Buford Chester Ludwick | UP |
| PONCA CITY | WBBZ | 1230 | 250 | Adelaide Lillian Carrell | | | | AP |
| SHAWNEE | KGFF | 1450 | 250 | KGFF Broadcasting Co. Inc. Aldridge Hotel 4390 | Blue Oklahoma | Oscar S. Stauffer Maxine Eddy Mary D. Lee | Eileen C. Tice Salvatore Ricciotti | T-H-S AP |
| TULSA 3 | KOME | 1340 | 250 | Oil Capital Sales Corp. Radio Bldg. 3-4121 | Blue, MBS Oklahoma | Harry Schwartz H. E. Grimes Lee Abbott | Dick Campbell Mary Corkill Roy Brown | McGillvra Standard Lang-Worth AP |
| TULSA 3 | KTUL | 1430 | 5,000 | Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191 | CBS | John T. Griffin John Easu R. P. Akin | Karl Janssen Billee Chandler Robert E. Snider | Free & Peters World Standard Thesaurus UP |
| TULSA 3 | KVOO | 1170 | 50,000 | Southwestern Sales Corp. Philtower Bldg. 2-2254 | NBC | W. G. Skelly William B. Way Gustav Brandborg | Allan Page W. T. McClarin L. W. Stinson | Petry Standard Lang-Worth INS |

OREGON

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representative Transc. Library News Service |
|---------|--------------|-------------------------|----------------|--|----------------------------------|---|--|---|
| ALBANY | KWIL | 1240 | 250 | Central Willamette Bestg. Co. 15th & Elm Sts. 870 | MBS Don Lee Pacific | W. L. Jackson R. R. Cronise Chet Wheeler Hal Byer | John Wray Howard Parent Herb Davidson | Keating Standard UP |
| ASTORIA | KAST | 1230 | 250 | Astoria Broadcasting Co. 404 Commercial St. 95 | MBS Don Lee Pacific | L. E. Parsons L. E. Parsons R. D. Holmes | Abbie Smith J. M. Titus | Standard AP, UP |
| BAKER | KBKR | 1490 | 250 | Inland Radio Inc. First & Court Sts. 140 | KBS | Marshall E. Cornett Lee W. Jacobs Lee W. Jacobs | Grace Baer Ken Lockwood Sidney Williams | Grant MacGregor Keating UP |
| BEND | KBND | 1340 | 250 | Bend Bulletin Bend 848 | MBS Don Lee Pacific KBS | Bend Bulletin Frank H. Loggan Frank H. Loggan | Betty Ann Brandon Wallace Guthrie | Keating Lang-Worth UP |

THIS CAN ONLY BE PORTLAND, OREGON



A Typical American City... but its horizon makes it different.
 KOIN is a Typical American Radio Station... whose new horizons
 in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE

Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music... in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Hays, named by *Variety* as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoes for bigger 'n' better Victory Gardens.

PARK CONCERTS. Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 5,000 in summer series.

SAFETY. Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read... presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job, makes war bond personal appearances... plus five "topnotch" radio shows a week.

CALLING PISTON BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON



FREE & PETERS, Inc.
 National
 Representatives

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 143

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

OREGON—(Continued)

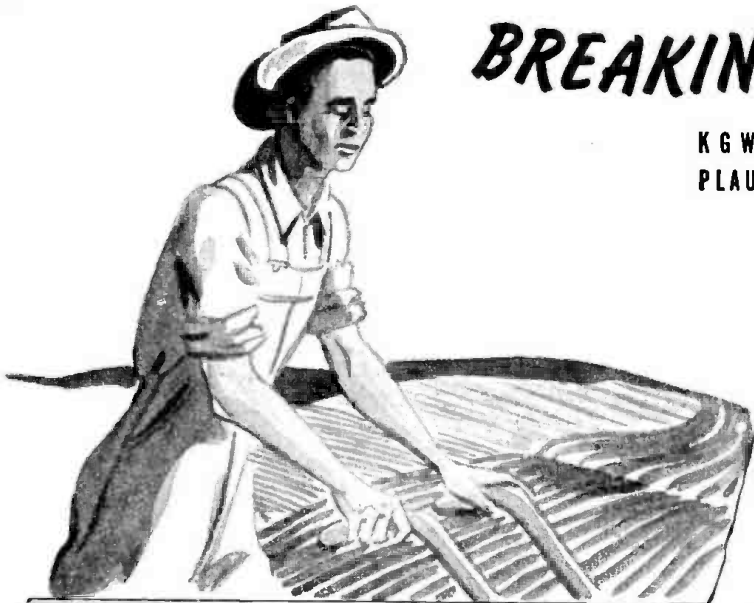
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|-------------------------------|-------------------------|---------------------|--|----------------------------------|--|---|---|
| COOS BAY..... | KOOS | 1230 | 250 | KOOS Inc. | MBS Don Lee Pacific | | | UP, AP |
| CORVELLIS..... | *KOAC | 550 | 5,000-LS 1,000-N | Oregon State College Corvallis 526 | | State of Oregon Allen Miller | Allen Miller Grant S. Feikert | Thesaurus UP |
| THE DALLES..... | KODL | 1230 | 250-LS 100-N | Western Radio Corp. Scenic Drive 2800 | KBS | V. Barney Keuworthy V. Barney Keuworthy G. D. Howell | Laurence O. Bruner | MacGregor UP |
| EUGENE..... | KORE | 1450 | 250 | Violet G. Hill Motter Route 8 3 | MBS Don Lee Pacific | Violet G. Hill Motter L. W. Trommlitz Bruce Nidever | Marjorie Jackson Bruce Nidever Stanley Miller | World UP |
| GRANTS PASS..... | KUIN | 1340 | 250 | Southern Oregon Bestg. Co. Box 148 192 | MBS Don Lee Pacific | A. E. Voochries Wm. B. Smullin Ralph Hanson | Edward A. Malone E. P. Kane Edward A. Malone | Blair Keating World |
| KLAMATH FALLS... | KFJI | 1240 | 100 | KFJI Broadcasters Inc. Box 692 6166 | MBS Don Lee Pacific | KFJI Broadcasters Inc. Jack Keating Jack Keating | Lee Bishop Jack Keating Lon Hunt | Keating Grant Thesaurus UP |
| KLAMATH FALLS... | KFLW (Construction permit) | 1450 | 250 | Herald Publishing Co. | | | | |
| LA GRANDE..... | KLBM | 1450 | 250 | Inland Radio Inc. Old Oregon Trail Highway 220 | KBS | Lee W. Jacobs Marshall E. Cornett Gordon L. Capps Gordon L. Capps | Donna Williams Hal Altman Sidney Williams | Grant Keating Standard UP |
| MEDFORD..... | KMED | 1440 | 1,000 | Mrs. W. J. Virgin | NBC | | | Standard Up |
| PENDLETON..... | KWRC | 1240 | 250 | Western Radio Corp. Pendleton 1425 | | V. B. Kenworthy Paul E. Walden Paul E. Walden | Frank Krshka Paul E. Walden | Keating Lang-Worth UP |
| PORTLAND 5..... | KALE | 1330 | 5,000 | KALE Inc. Portland 5 Broadway 3484 | MBS Don Lee Pacific | Journal Publishing Co. Charles E. Couche Norman A. Davis | Harold Bratsberg Leith Abbott Allan A. Richmond | Blair Associated Standard AP, UP, INS |
| PORTLAND..... | *KBPS | 1450-SH | 100 | Benson Polytechnic School | | | | |
| PORTLAND 4..... | KEX | 1190 | 5,000 | Westinghouse Radio Stations, Inc. 1011 S. W. Sixth St. Beacon 6364 | Blue | Westinghouse—Lee B. Wailes J. B. Conley Norman J. Sugg | Homer Welch H. Quenton Cox Harold C. Singleton | Raymer Thesaurus Lang Worth AP, UP |
| PORTLAND 4..... | KGW | 620 | 5,000 | Oregonian Publishing Co. 1011 S. W. Sixth St. Beacon 6364 | NBC | Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg | Homer Welch H. Quenton Cox Harold C. Singleton | Petry Thesaurus MacGregor Lang-Worth AP, UP, INS |
| PORTLAND 7..... | KOIN | 970 | 5,000 | KOIN Inc. Box 1031 Atwater 3333 | CBS | C. W. Myers C. W. Myers Harry H. Buckendahl | H. M. Swartwood Harry H. Buckendahl Louis S. Bookwalter | Free & Peters World Associated AP, UP, INS |
| PORTLAND 4..... | KWJJ | 1080 | 1,000 | KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393 | ABC | Wilbur Jerman John Egan John Egan John Egan | Art Morey L. D. Henderson Frank Hood | Burn-Smith Lang-Worth Standard UP, INS, TP |
| PORTLAND 7..... | KXL L-WSB | 750 | 10,000 | KXL Broadcasters Orpheum Bldg. Broadway 6451 | | Frances R. Symons H. S. Jacobson H. S. Jacobson | Frederick J. Eichhorn 3d | Walker Pacific NW Lang-Worth Standard MacGregor UP |
| ROSEBURG..... | KRNR | 1490 | 250 | News Review Co. 136 N. Jackson St. 4 | MBS Don Lee Pacific KBS | News-Review Co. Marshall H. Pengra | Iris Helliwell Gilbert Walters Henry J. Chandler Jr. | Wilson Standard AP |
| SALEM..... | KSLM | 1390 | 1,000 | Oregon Radio Inc. Senator Hotel Bldg. 4831 | MBS Don Lee Pacific | Glenn McCormick Glenn McCormick Bill Talbot | Lois Mayer Bill Talbot Clyde Carlton | Griffith Lang Worth AP, UP |

PENNSYLVANIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|--|---------------|---|---|--|
| ALLENTOWN..... | WSAN | 1470 | 500 | Lehigh Valley Broadcasting Co. 39 N. Tenth St 9511 | NBC Quaker | J. C. Shumberger B. Bryan Musselman B. Bryan Musselman | George Y. Snyder R. H. Musselman | Headley-Reed World AP, UP |
| ALTOONA..... | WFBG | 1340 | 250 | Gable Broadcasting Co. 1320 11th Ave. 6467 | NBC Quaker | George P. Gable Roy F. Thompson Roy F. Thompson | Dorothy M. Jones George R. Burgoon | Headley-Reed World Lang-Worth AP |

BREAKING NEW GROUND

KGW's PROGRESSIVE POLICIES WIN
PLAUDITS OF THE ENTIRE RADIO INDUSTRY



Read this editorial from **BROADCASTING**

Can Radio Sell Radio?
THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, time-buyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.
The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field. Radio sells everything from peanuts to politics. Then why can't it sell radio?
—Broadcasting Magazine
August 28, 1944

WQXR Announcements tell story of the **KGW MARKET.....**

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 1940."

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."

SAVINGS DEPOSITS

"From June 1944 Oregon savings deposits of individuals rose from 189 million dollars to over 251 million—a gain of more than 30%, according to the most recent state banking survey. That's a great many interest bearing dollars to spend on goods such as cars and refrigerators newly available when war is over."

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 all the KGW area—produces nearly all the fiber flax grown in the nation."

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."

RESOURCES

"Structural blueprints for the growing industrial West are founded upon five solid blocks: cheap, abundant hydroelectric power — aluminum and magnesium—petroleum and wood as a source of industrial chemicals, and — manpower. The boundless power and resources of the West will extend it into peacetime and normalcy."

"TO SELL 'EM—TELL 'EM OVER KGW"

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time, SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

PENNSYLVANIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mng. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|-------------------------------|-------------------------|---------------------|--|---------------------|---|---|---|
| BUTLER | WISR | 680 | 250-D | Butler Broadcasting Co. | | | | UP |
| DUBOIS | WCED | 1230 | 250 | Tri-County Broadcasting Co. 80 N. Park Pl. 1700 | CBS KBS | Harold Gray Jason S. Gray Les Ryder | Les Ryder Les Ryder Vernon L. Stahl | Spot Sales Lang-Worth UP |
| EASTON | WEST | 1400 | 250 | Associated Broadcasters Inc. 516 Northampton St. 8001 | MBS, NBC Quaker | Clair R. McCollough Elwood C. Anderson Elwood C. Anderson | Eugene Bethman John Smith J. E. Mathiot | Radio Adv. UP |
| ERIE | WERC | 1490 | 250 | Presque Isle Broadcasting Co. 121 W. 10th St. 47-490 | CBS | Jacob A. Young Charles E. Denny Edward D. Pearson | J. J. Young Thomas Phillips Jr. | Weed World Associated Lang-Worth UP |
| ERIE 1 | WLEU | 1450 | 250 | WLEU Broadcasting Corp. Commerce Bldg. 23-327 | Blus, MBS Quaker | Leo J. Omelian V. Hamilton Weir V. Hamilton Weir | C. Detzel Clarence A. Baker | Standard Thesaurus AP, TP |
| GREENSBURG | WHJB | 620 | 250-D | Pittsburgh Radio Supply House 128 N. Penn. Ave. 8740 | | H. J. Brennen G. J. Podeyn G. J. Podeyn | Dick Lane Lyle Allen | Spot Sales Lang-Worth UP |
| GROVE CITY | *WSAJ | 1340-SH | 100 | Grove City College | | | | |
| HARRISBURG | WHGB (Construction permit) | 1400 | 250 | Harrisburg Broadcasting Co. Blackstone Bldg. | | Herbert Kendrick G. L. Hash Herbert Kendrick | | |
| HARRISBURG | WHP | 1460 | 5,000-LS 1,000-N | WHP Inc. Telegraph Bldg. 4-3211 | CBS | Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond | Dick Redmond Beatrice Pottelger R. S. Duncan | Blair Standard AP, UP |
| HARRISBURG | WKBO | 1230 | 250 | Keystone Broadcasting Corp. 31 N. Second St. 4-0191 | NBC, MBS Quaker | Clair R. McCollough C. G. Moss C. G. Moss | Lewis Munnell Kaye Brothers J. E. Mathiot | Raymer World UP |
| HAZLETON | WAZL | 1450 | 250 | Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488 | MBS, NBC Quaker | Clair R. McCollough Victor C. Diehm Victor C. Diehm | Don Murray Kathryn E. Kahler J. E. Mathiot | Radio Adv. MacGregor Thesaurus UP |
| JOHNSTOWN | WJAC | 1400 | 250 | WJAC Inc. Tribune Annex 24-361 | NBC Quaker | WJAC Inc. J. C. Tully J. P. Foster | N. L. Straub | Headley-Reed Thesaurus Standard Lang-Worth UP |
| LANCASTER | WGAL | 1490 | 250 | WGAL Inc. 8 W. King St. 5259 | NBC, MBS Quaker | Clair R. McCollough Walter O. Miller Walter O. Miller | Ernest Stanzola James R. Appel J. E. Mathiot | Raymer MacGregor Thesaurus UP |
| LEWISTOWN | WMRF | 1490 | 250 | Lewistown Broadcasting Co. 5 W. Market St. 757 | NBC | James S. Woods Thomas W. Metzger Thomas W. Metzger | Paul M. Breining Bernard H. Bopp | Burn-Smith Standard UP |
| NEW CASTLE | WKST | 1280 | 1,000 | WKST Inc. Cathedral Bldg. 5050 | Quaker | S. W. Townsend A. W. Graham A. W. Graham | A. W. Graham Robert Emch | Spot Sales Thesaurus Standard AP |
| NEW KENSINGTON | WKPA | 1150 | 250-D | Allegheny-Kiaki Broadcasting Co. | | | | MacGregor UP |
| PHILADELPHIA 3... | KYW | 1060 | 50,000 | Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 8760 | NBC | Westinghouse—W. C. Evans Leslie Joy A. Harvey McCall | James Begley William Y. E. Rambo I. N. Eney | NBC Spot Standard AP, UP |
| PHILADELPHIA 3... | WCAU | 1210 | 50,000 | WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700 | CBS | Dr. Leon Levy Dr. Leon Levy Alex Rosenman | Stan Lee Broza Robert Pryor George Lewis | World AP, UP, TP |
| PHILADELPHIA 7... | WDAS | 1400 | 250 | WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400 | | A. W. Dannenbaum Sr. P. J. Stanton Charles Stahl | Polly Whitaker Charles Stahl Frank Unterburger | MacGregor World Lang-Worth AP |
| PHILADELPHIA 7... | WFIL | 560 | 1,000 | WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900 | Blue Quaker | Roger W. Clipp Roger W. Clipp John E. Surrick | E. C. Obrist Theodore I. Oberfelder Louis E. Littlejohn | Katz Associated AP, INS |
| PHILADELPHIA 6... | WHAT | 1340 ST-WTEL | 100 | Independence Broadcasting Co. Ledger Bldg. Lombard 2390 | | William A. Banks Milton Laughlin Milton Laughlin | Milton Laughlin | Regional Radio AP |
| PHILADELPHIA 2... | WIBG | 990 | 10,000 | Seaboard Radio Broadcasting Corp. WIBG Building Rittenhouse 2300 | | Paul F. Harron Edward D. Clery Edward D. Clery | Douglars Arthur Rupe Werling John Henninger | Lang Spot Sales Thesaurus AP |
| PHILADELPHIA 7... | WIP | 610 | 5,000 | Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800 | MBS | Benedick Gimbel Jr. Benedick Gimbel Jr. Edward A. Davies | Edward Wallis Ralph H. Minton James M. Tisdale | Hollingsbery World AP, UP |
| PHILADELPHIA 2... | WPEN | 950 | 5,000 | Philadelphia Bulletin 1628 Walnut St. Pennypacker 9490 | | Philadelphia Bulletin Richard W. Slocum | Low London Dorothy Wolf Charles W. Burtis | AP, TP |
| PHILADELPHIA 40... | WTEL | 1340 ST-WHAT | 250 | Foulkrod Radio Engineering Co. 4812 N. Broad St. Gladstone 1310 | | E. Douglass Hibbs Henry N. Cocker | E. Douglass Hibbs | Forjee |

In the Heart of Pennsylvania

THE TRI-PENN MARKET



produces sales for you

The Tri-Penn primary area is a prosperous region in the heart of Pennsylvania, not covered by any other station. For rates write Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative — **RAYMER**

All NBC top-flight programs are carried on these three business-getting stations.

America's No. 1 Network

NBC

In Rhode Island

WFCI

Sells New England's 2nd Largest Market —a Utopian Proving Ground!

A station high in public favor on the merits of its civic consciousness and cooperation . . . and a time buyer's dream-area in the shadow of its towers! To say Rhode Island is the most densely-populated state in the Union doesn't tell the half! U. S. figures for 1940 place 550,298 of its 713,346 souls in Providence County . . . and its per-capita savings deposits at \$480 against a U. S. average of \$196. Highly industrialized, you can imagine what's happening in Rhode Island today!

And—

speaking of "Pressure Groups"—

here, on WFCI, is a lively, vociferously-loyal army of youngster-listeners whose product-preferences control much of the buying in most of the homes. "Spot"-sell them and you're in!

Between 4:45 and 6:00 P.M. Mon. thru Fri.

HOP HARRIGAN TERRY & THE PIRATES
DICK TRACY JACK ARMSTRONG
CAPT. MIDNIGHT

The LONE RANGER, Mon., Wed., Fri. 7:30 P.M.

●
WALLACE A. WALKER, Gen. Mgr.

STUDIOS AND OFFICES

PROVIDENCE
Biltmore Hotel

PAWTUCKET
450 Main St.

●
Representatives:

(Effective March 1, 1945)

THE KATZ AGENCY, INC.



The Voice of the "BLUE" in Southern New England

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

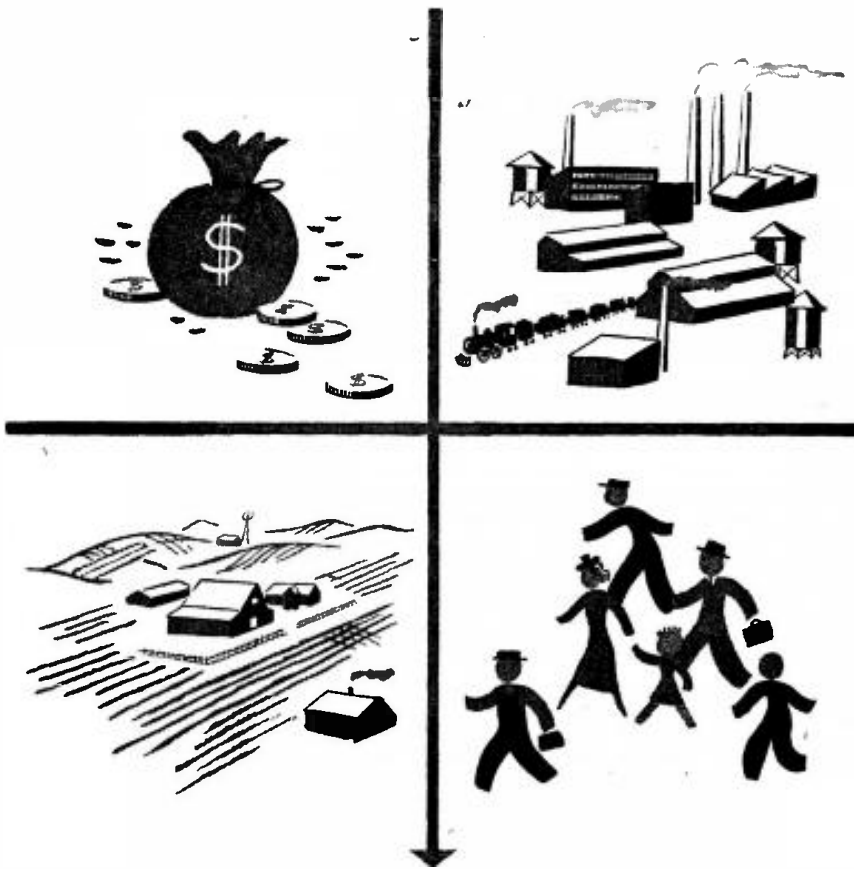
*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

SOUTH CAROLINA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|-------------------------------|-------------------------|-----------------------------------|--|-------------|---|---|--|
| ANDERSON..... | WAIM | 1230 | 250 | Wilton E. Hall Anderson College 800 | CBS | Wilton E. Hall J. D. McCoy G. P. Browne | Randy Davison G. P. Browne W. Randall Davison | World MacGregor Lang-Worth INS |
| CHARLESTON 8..... | WCSC | 1390 | 1,000-LS 500-N | John M. Rivers Francis Marion Hotel 7611 | CBS | John M. Rivers John M. Rivers Roland Weeks | Russell Long Ann Finnell Wilbur R. Albee | Free & Peters World UP |
| CHARLESTON..... | WTMA | 1250 | 1,000 | Atlantic Coast Bestg. Co. 133 Church St. 2-2961 | NBC | Robert S. Manigault Robert E. Bradham Walter P. Speight Jr. | A. Franz Witte Jr. Douglas M. Bradham | Hollingbery Thesaurus Standard AP |
| COLUMBIA (E)..... | WCOS | 1400 | 250 | Carolina Broadcasting Corp. 1202 Main St. 2-5601 | Blue | H. F. Kinsey W. C. Bochman W. C. Bochman | Moody McElveen Dorothy Sligh Harry Clippard | Spot Sales Standard AP |
| COLUMBIA H..... | WIS | 560 | 5,000 | Surety Life Insurance Co. 1811 Main St. 2-2135 | NBC | Herman N. Hipp G. Richard Shafto J. Dudley Saumenig | Ray A. Furr J. Dudley Saumenig | Free & Peters Lang-Worth UP |
| COLUMBIA..... | WKIX (Construction permit) | 1490 | 250 | Inter-City Advertising Co. | | | | |
| FLORENCE..... | WOLS | 1230 | 250 | Florence Broadcasting Co. 129 S. Dargin St. 854 | Blue KBS | Martin F. Schnibben Nat. L. Royster Nat. L. Royster | Nat. L. Royster Hermon Hanks | Cox & Tanz Lang-Worth UP |
| GREENVILLE..... | WFBC | 1330 | 5,000 | Greenville News-Piedmont Co. Poinsett Hotel 362 | NBC | Roger C. Peace Beverly T. Whitmire Robert Q. Glass Jr. | Alice Wyman Beverly T. Whitmire W. C. Etheredge | Weed Thesaurus UP |
| GREENVILLE..... | WMRC | 1490 | 250 | Textile Broadcasting Co. Prevost Bldg. 5730 | Blue | R. A. Jolley W. Ennis Bray C. B. Denison | James Klosky C. B. Denison George D. Tate | Burn-Smith World AP |
| GREENWOOD..... | WCRS | 1450 | 250 | Greco Inc. Willson St. 4300 | NBC | Douglas Featherstone Dan Crosland Ralph Norman | Newton S. Smyth Eugene C. Niemann | Standard AP |
| ROCK HILL..... | WRHI | 1340 | 250 | York County Bestg. Co. Rock Hill National Bank Bldg. 294 | | York County Bestg. Co. James S. Beaty Jr. Albert L. Drew | Albert L. Drew James S. Beaty Jr. | World AP |
| SPARTANBURG..... | WORD | 1400 | 250 | Spartanburg Broadcasting Co. Spartanburg 2900 | Blue | J. M. Bryan Smith Davis | John Carrington Clyde J. Burdette | Thesaurus AP |
| SPARTANBURG..... | WSPA | 950 | 5,000-LS 1,000-N CP-5,000-U | Spartanburg Advertising Co. 224 E. Main 2900 | CBS | A. B. Taylor John W. Kirkpatrick | Hal Shaw James Morgan Harold Beckholdt | Hollingbery World UP |
| SUMTER..... | WFIG | 1340 | 250 | Radio Station WFIG Inc. Radio Center Bldg. 1340 | KBS | Capt. Julius S. Brody T. Doug Youngblood Jake Brody R. O. Dorsey | Robert Ardrey R. O. Dorsey Edwin W. Roman | Cox & Tanz UP |

SOUTH DAKOTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|-----------------|---|-----------------------|--|---|--|
| ABERDEEN..... | KABR | 1420 | 5,000 | Aberdeen Broadcast Co. Inc. 117½ S. Main St. 4626 | MBS No. Central | H. C. Jewett Jr. A. A. Fahy A. A. Fahy | Lois M. Clocksin A. A. Fahy Delbert T. Hunt | Walker MacGregor AP |
| PIERRE..... | KGFX | 630-SH | 200-D | Estate of Dana McNeil 203 W. Summit Ave. 351 | KBS | Ida A. McNeil Ida A. McNeil Ida A. McNeil | Ida A. McNeil Ida A. McNeil Robert H. Dye | Cox & Tanz UP |
| RAPID CITY..... | KOTA | 1400 CP-1380 | 250 CP-5,000 | Black Hills Broadcast Co. Alex Johnson Hotel 2800 | No. Central | Robert J. Dean Robert J. Dean Leo M. Peterson | Rolf Hertzgaard Ruth Miller E. A. Griffiths | Walker Thesaurus UP |
| RAPID CITY..... | *WCAT | 1230-SH | 100-D | South Dakota State Sch. of Mines | | | | AP |
| SIoux FALLS..... | KELO | 1230 | 250 | Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757 | NBC No. Central | Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn | Verl Thomson S. Fantle Jr. Max Staley | Wilson Standard AP |
| SIoux FALLS..... | KSOO | 1140 L-WRVA | 5,000 | Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757 | NBC No. Central | Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn | Verl Thomson S. Fantle Jr. Max Staley | Wilson Standard Thesaurus AP |
| VERMILLION..... | *KUSD | 920 ST-KFNF | 500 | University of South Dakota Union Bldg. 601 | | Univ. of South Dakota Prof. Hale Aarnes | Kenneth Christiansen Stephen Graf | AP |
| WATERTOWN..... | KWAT | 1240 | 250 | Midland National Life Ins. Co. Midland Bldg. 777 | KBS | Midland Nat'l Life Ins. Co. M. W. Flowman M. W. Flowman | John Birdsall M. W. Flowman Francis Alwin | UP |
| YANKTON..... | WNAX | 570 | 5,000 | WNAX Broadcasting Co. 2nd & Capitol Sts. 443 | CBS Blue (June 15) | Gardner Cowles Jr. Don E. Inman | Gene F. Loffer James H. Allen Clifton M. Todd | Katz MacGregor Standard UP |



the nation's best balanced market

AT THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To Reach the Ears of the Piedmont, Use—

(Home of Camp Croft)

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERRY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station.
 (Data corrected to January 1, 1945)

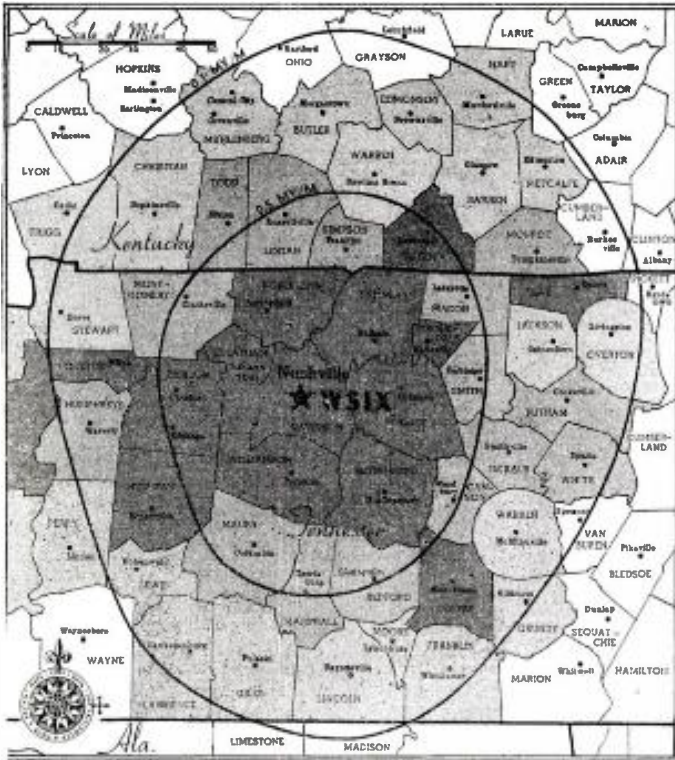
TENNESSEE

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|--------------------------------|--|---|---|
| BRISTOL | WOPI | 1490 | 250 | WOPI Inc. 410 State St. | NBC Daniel Boone | W. A. Wilson W. A. Wilson {W. A. Wilson Roy L. Russell | Fey Rogers Fey Rogers Robert Herman Smith | Cummings Burn Smith World |
| CHATTANOOGA 2... | WAPO | 1150 | 1,000-LS 1,000-N | WAPO Broadcasting Service Read House 6-6141 | NBC | Joda Patterson R. G. Patterson Helen Patterson | Louise Walsh Helen Patterson B. B. Barnes | Headley-Reed MacGregor Thesaurus AP |
| CHATTANOOGA 2... | WDEF | 1400 | 250 | WDEF Bcstg. Company, Inc. Volunteer Bldg. 6-6664 | MBS Blue | Joe W. Engel Frank S. Lane Ken Flenniken | Vann Campbell B. C. Baker | Weed Standard UP |
| CHATTANOOGA 2... | WDOD | 1810 | 5,000 | WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-6117 | CBS | {Norman A. Thomas Earl W. Winger Ear W. Winger Carter M. Parham | Gaylord McPherson Julius C. Vessels | Raymer World UP |
| CLARKSVILLE | WJZM | 1400 | 250 | William Kleeman Masonic Temple Bldg. 499 | MBS KBS | William Kleeman W. E. Williams | Irene Truax W. E. Williams W. B. Thurman | Cox & Tanz World AP |
| COOKEVILLE | WHUB | 1400 | 250 | WHUB Inc. Cookeville 200 | CBS KBS | M. L. Medley M. L. Medley M. L. Medley | Lawrence Peery J. M. Beasley Hubert Beasley | UP |
| JACKSON 1 | WTJS | 1390 | 1,000 | Sun Publishing Co. 104 W. Baltimore St. 1106 | Blue | C. E. Pigford Albert A. Stone A. B. Robinson | Paul Moore A. B. Robinson Carey Brummel | Branham World UP |
| JOHNSON CITY | WJHL | 910 | 1,000 | WJHL Inc. 412 S. Roan St. | Blue | W. H. Lancaster Ken Marsh Ken Marsh | Alice Fryberg O. K. Garland | Wilson Standard AP, UP |
| KINGSPORT | WKPT | 1400 | 250 | Kingsport Broadcasting Co. Inc. 222 Commerce St | NBC Daniel Boone | C. P. Edwards Jr. Jesa Swicegood Jesa Swicegood | Paul Overbay Ted Bryan G. W. Upchurch | Burn Smith Lang Worth Standard Thesaurus UP |
| KNOXVILLE 42 | WBIR | 1240 | 250 | American Broadcasting Corp. 406 W. Church St. 4-3321 | Blue | Gilmore N. Nunn John P. Hart John P. Hart | Charles B. Davis Charles B. Davis J. Rex Horton | Pearson Standard UP |
| KNOXVILLE 24 | WNOX | 998 | 10,000 | Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171 | CBS | Jack R. Howard Harry LeBrun O. L. Smith | W. D. Corning Lenore Goddard John L. Cole Jr. | Branham Lang Worth Standard UP |
| KNOXVILLE 02 | WROL | 620 | 1,000-LS 500-N | Stuart Broadcasting Co. 531 S. Gay St. 2-7111 | NBC | S. E. Adcock S. E. Adcock C. H. Frazier | John Reese Allen Stout James N. Gilbert | Blair Thesaurus World AP |
| MEMPHIS 3 | WHBQ | 1400 | 250 | Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868 | MBS | E. A. Alburty Eugene Pournelle | John T. Orr E. A. Alburty W. M. Roy | Rambeau Lang Worth AP, UP |
| MEMPHIS 1 | WMC | 790 | 5,000 | Memphis Publishing Co. Box 311 8-7464 | NBC Arkansas So. Central | John H. Sorrells H. W. Slavick Clifford Goodman | Robert Atherton Walter Frase E. C. Frase Jr. | Branham Lang Worth Thesaurus Standard UP |
| MEMPHIS | WMPS | 1460 | 1,000-LS 500-N | Memphis Broadcasting Co. Columbian Mutual Tower 5-2721 | Blue | Jack R. Howard Harold R. Krelstein Harold R. Krelstein | Harold R. Krelstein Robert Neal Hobgood Joseph G. Deaderick | Spot Sales Associated Standard UP |
| MEMPHIS 3 | WREC | 600 | 5,000 | WREC Broadcasting Service Hotel Peabody 5-1313 | CBS | Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten | Roy Wooten S. D. Wooten Jr. | Katz World UP |
| NASHVILLE 3 | WLAC | 1510 | 50,000 | WLAC Broadcasting Service Third National Bank Bldg. 6-0161 | CBS | J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr. | Paul Oliphant Chas. L. Andrews F. D. Binns | Raymer Thesaurus World UP |
| NASHVILLE 3 | WSIX | 980 | 5,000 | WSIX Inc. Nashville Trust Bldg. 5-6431 | Blue, MBS | {Jack M. Draughon Louis R. Draughon Jack M. Draughon Eugene S. Tanner | Eugene S. Tanner Bascom E. Porter | Katz Standard Lang Worth MacGregor AP |
| NASHVILLE 3 | WSM | 650 | 50,000 | National Life & Accident Ins. Co. 301 Seventh Ave. W. 6-7181 | NBC | Edwin W. Craig Harry Stone Dean R. Upton | Ottis Devine Lester Barnard George Reynolds | Petry World Associated Lang Worth AP, INS |

TEXAS

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------|--------------|-------------------------|---------------------|---|--------------------------|---|---|--|
| ABILENE | KRBC | 1450 | 250 | Reporter Broadcasting Co. Hilton Hotel 6255 | MBS, Blue Texas State | Bernard Hanks Howard Barrett A. C. Etter | Howard Barrett J. B. Casey | Pearson MacGregor AP |
| AMARILLO | KFDA | 1230 | 250 | Amarillo Broadcasting Corp. Nunn Bldg. 5843 | Blue | Gilmore N. Nunn Howard P. Roberson James R. Moore | Bonnie Bennett James R. Moore J. R. Thomas | Pearson Standard INS |
| AMARILLO | KGNC | 1440 | 5,000-LS 1,000-N | Plains Radio Broadcasting Co. Radio Building 4242 | NBC Lone Star | Gene Howe Raymond D. Hollingsworth Aubrey Jackson | Barney Ogle Aubrey Jackson W. H. Torrey | T-H-S Standard Thesaurus UP |

Here's the Nashville market as covered by WSIX



covered by WSIX

★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

- INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
- REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%-50% of base county ratio.
- SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%-25% of base county ratio.

0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

And here's the Market Data:

MAIL SURVEY

| | Intense | Regular | Secondary | Total |
|----------------------------|---------|---------|-----------|-----------|
| Population | 517,522 | 286,459 | 445,981 | 1,249,962 |
| Families | 130,906 | 71,828 | 108,462 | 311,196 |
| Radio Homes | 89,913 | 39,993 | 57,615 | 187,521 |
| Total Retail Stores | 5,640 | 2,855 | 4,288 | 12,783 |
| Sales \$ | 122,814 | 38,889 | 56,694 | 218,397 |
| Food Stores | 1,951 | 967 | 1,432 | 4,350 |
| Sales \$ | 28,810 | 9,233 | 11,857 | 49,900 |
| General Stores | 277 | 408 | 701 | 1,386 |
| Sales \$ | 2,920 | 3,816 | 7,538 | 14,274 |
| General Merchandise Stores | 203 | 156 | 179 | 538 |
| Sales \$ | 14,297 | 4,716 | 6,559 | 25,572 |
| Apparel Stores | 260 | 65 | 122 | 447 |
| Sales \$ | 10,648 | 1,342 | 2,327 | 14,317 |
| Furniture-Household | 155 | 103 | 97 | 355 |
| Sales \$ | 6,145 | 1,484 | 669 | 8,298 |
| Automotive Outlets | 145 | 86 | 123 | 354 |
| Sales \$ | 17,588 | 5,054 | 8,696 | 31,338 |
| Filling Stations | 726 | 365 | 606 | 1,697 |
| Sales \$ | 9,596 | 3,753 | 5,299 | 18,648 |
| Lumber-Bldg.-Hardware | 148 | 97 | 160 | 405 |
| Sales \$ | 7,151 | 2,984 | 5,367 | 15,502 |
| Eating and Drinking Places | 968 | 324 | 432 | 1,724 |
| Sales \$ | 7,025 | 1,501 | 2,210 | 10,736 |
| Drug Stores | 308 | 72 | 117 | 497 |
| Sales \$ | 5,375 | 1,504 | 2,216 | 9,095 |
| Other Stores | 499 | 212 | 319 | 1,030 |
| Sales \$ | 13,259 | 3,502 | 3,956 | 20,717 |

FIELD INTENSITY SURVEY

| | 0.5 MV/M— | | Total |
|----------------------------|-----------|----------|-----------|
| | 0.5 MV/M | 0.1 MV/M | |
| Population | 610,984 | 668,093 | 1,279,077 |
| Families | 156,908 | 155,914 | 312,822 |
| Radio Homes | 106,771 | 80,580 | 187,351 |
| Total Retail Stores | 6,761 | 5,977 | 12,738 |
| Sales \$ | 144,078 | 72,040 | 216,118 |
| Food Stores | 2,299 | 1,979 | 4,278 |
| Sales \$ | 33,282 | 15,627 | 48,909 |
| General Stores | 407 | 1,079 | 1,486 |
| Sales \$ | 4,096 | 10,596 | 14,692 |
| General Merchandise Stores | 270 | 264 | 534 |
| Sales \$ | 17,400 | 6,202 | 23,602 |
| Apparel Stores | 307 | 140 | 447 |
| Sales \$ | 11,382 | 2,642 | 14,024 |
| Furniture-Household | 212 | 146 | 358 |
| Sales \$ | 7,190 | 1,822 | 9,012 |
| Automotive Outlets | 190 | 165 | 355 |
| Sales \$ | 20,562 | 10,068 | 30,630 |
| Filling Stations | 827 | 833 | 1,660 |
| Sales \$ | 11,542 | 6,987 | 18,529 |
| Lumber-Bldg.-Hardware | 247 | 215 | 462 |
| Sales \$ | 9,703 | 6,224 | 15,927 |
| Eating and Drinking Places | 1,159 | 586 | 1,745 |
| Sales \$ | 8,356 | 2,881 | 11,237 |
| Drug Stores | 238 | 144 | 382 |
| Sales \$ | 6,294 | 2,706 | 9,000 |
| Other Stores | 605 | 426 | 1,031 |
| Sales \$ | 14,271 | 6,285 | 20,556 |

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940. All other data from Sixteenth Decennial Census of U. S., 1940.

WSIX 5,000 W. 980 KC.
NASHVILLE, TENN.

Blue Mutual
THE KATZ AGENCY, INC.
National Representatives

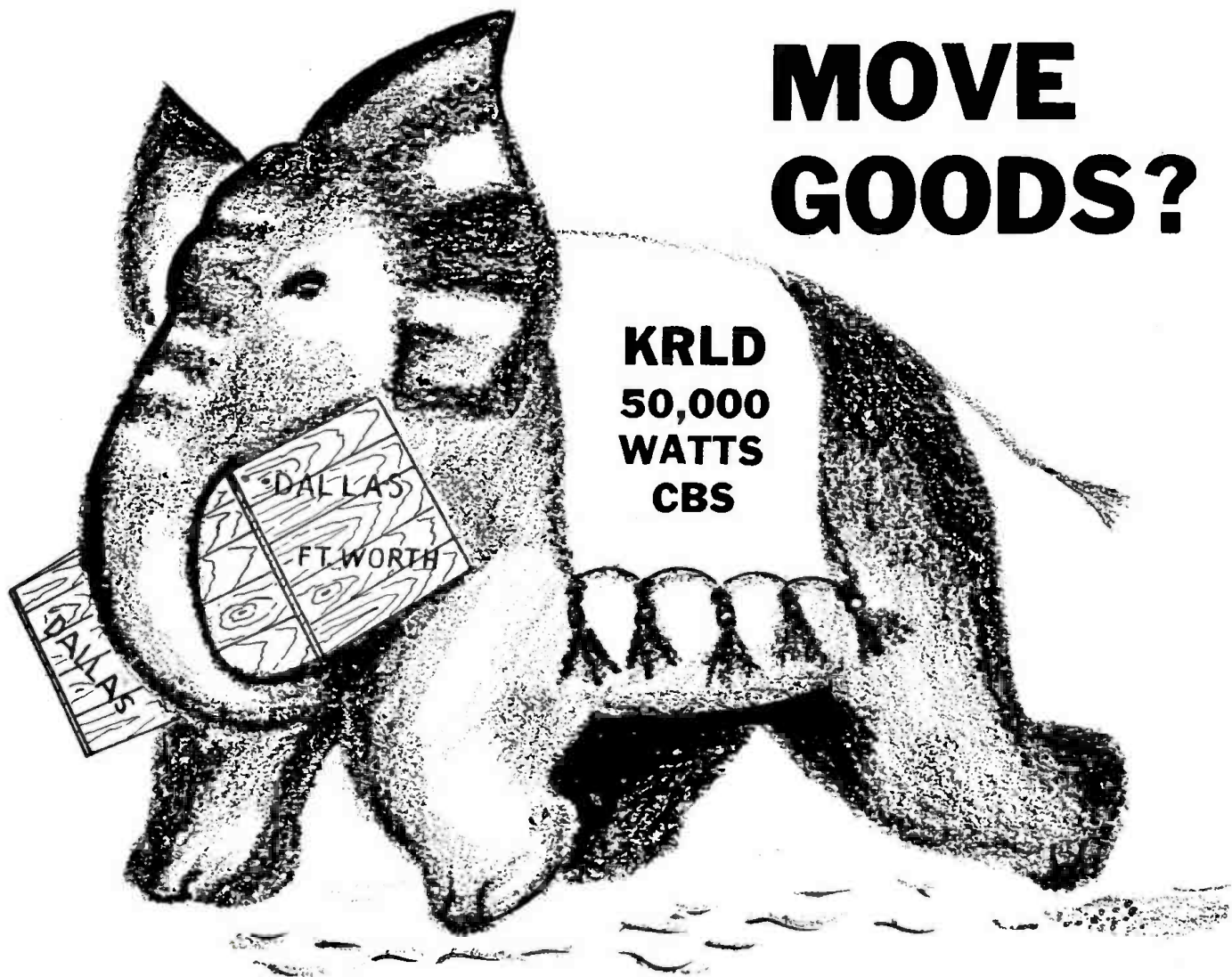
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mgmt. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|-----------------------|---|--|---|
| AUSTIN 16..... | KNOW | 1490 | 250 | Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213 | Blue. MBS Texas State | H. M. Fentress Hardy C. Harvey Marion Coleman | Allen Ezell Joe Roehl J. E. Lewis | Weed UP |
| AUSTIN 4..... | KTBC | 590 | 1,000-LS 250-N | State Capital Bstg. System Inc. Brown Bldg. 2-2424 | CBS | Claudia T. Johnson Pat Adelman Pat Adelman | Barnes H. Nash Paul Bolton Fred LeMeaux | Branham Standard AP. INS |
| BEAUMONT..... | KFDM | 560 | 1,000 | Beaumont Broadcasting Corp. Edson Hotel 3883 | Blue | C. W. Snider C. B. Locke C. B. Locke | B. R. Patterson Helen Caldwell Lawrence Sanders | T-H S Thesaurus AP |
| BEAUMONT..... | KRIC | 1450 | 250 | KRIC Inc. 130 Wall St. 4200 | KBS | Mrs. J. L. Mapes Jack Neil G. L. Kirk | Lorraine Kelley Ben Hughes | Branham World AP. INS |
| BIG SPRING..... | KBST | 1490 | 100 | Big Spring Herald Bstg. Co. Bax 1632 1500 | Blue. MBS Texas State | (Houston Hart Bernard Hauks Lewis O. Seibert James H. Lawson | Verna Jo Stevens Andrew M. Jones | Pearson Standard AP |
| BRADY..... | KNEL | 1490 | 250-LS 100-N | G. L. Burns 106 N. Blackburn St. 77 | KBS | G. L. Burns G. L. Burns G. L. Burns | Forest Cox Forest Cox Dorman Patton | Cox & Tanz |
| BROWNSVILLE..... | KEEW | 1490 | 250-LS 100-N | Radio Station KEEW Ltd. | Blue | | | AP |
| BROWNWOOD..... | KBWD | 1380 | 1,000-LS 500-N | Brown County Bstg. Co. 800 Hawkins St. 2401 | MBS Texas State | Wendell Mayes Wendell Mayes Ingham S. Roberts | Martha Howard Ingham S. Roberts A. W. Stewart | Walker Thesaurus UP |
| COLLEGE STATION. | WTAW | 1150 | 1,000-D | A. & M. College of Texas College Station 4-6724 | Blue | A. & M. College Stanley Mayer Stanley Mayer | Tom Stokes Beas Allen H. C. Dillingham | Rambeau World AP |
| CORPUS CHRISTI... | KEYS | 1490 | 250 | Nueces Broadcasting Co. Inc. Centre Theatre Bldg. 2-7411 | CBS | Partnership Bill Hughes Fred Burr | Jack Sharpe Jack Sharpe Earle C. Dunn | Forjoe World AP. UP |
| CORPUS CHRISTI... | KRIS | 1360 | 1,000 | Gulf Coast Broadcasting Co. | NBC. MBS Lone Star | | | Standard AP |
| CORPUS CHRISTI... | KWBU | 1010 SA-1030 | 50,000-D | Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381 | Blue | Carr P. Collins Homer Hohan Kelly Wofford | J. E. Sellers Nestor Cuesta Jr. | Hogan Pearson Branham AP |
| CORSICANA..... | KAND | 1340 | 250 | Navarro Broadcasting Assn. Corsicana 141 | MBS KBS | J. C. West Aubrey H. Escoe | | Holman Walker AP. UP |
| DALLAS 2..... | KGKO | 570 | 5,000 | (See Fort Worth) | | | | |
| DALLAS 1..... | KRLD | 1080 | 50,000 | KRLD Radio Corp. Adolphus Hotel Central 6811 | CBS | John W. Runyon Clyde W. Rembert Wm. A. Roberta | Roy George J. W. Crocker Roy M. Flynn | Branham Standard AP |
| DALLAS 4..... | KSKY | 660 | 1,000-D | SKY Broadcasting Service Hotel Stoneleigh Central 6193 | | A. L. Chilton A. L. Chilton R. G. Terrill | Leonard Holland R. G. Terrill Morris M. Ming | Associated MacGregor AP |
| DALLAS 2..... | WFAA | 820 ST-WBAP | 50,000 | A. H. Belo Corp. 1122 Jackson St. Riverside 9631 | NBC Texas Quality | E. M. (Ted) Dealey Martin Campbell Ralph Nimmons | Ralph K. Maddox Raymond Collins | Petry Lang-Worth Thesaurus AP. UP |
| DALLAS 1..... | WRR | 1310 | 5,000 | City of Dallas Municipal Radio Bldg. Tension 3-6101 | MBS Texas State | City of Dallas Charles B. Jordan Charles B. Jordan | Pete Teddie Pete Teddie Durward J. Tucker | Weed AP |
| DENISON..... | KREV | 910 | 1,000 | (See Sherman, Tex.) | | | | |
| DENTON..... | KDNT | 1450 | 100 | Harwell V. Shepard Kimbrough Bldg. 276 | KBS | Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard | Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard | UP |
| EL PASO..... | KROD | 600 | 1,000-LS 500-N | Dorrance D. Roderick 2201 Wyoming St. Main 2020 | CBS | Dorrance D. Roderick Val Lawrence Cecil Trigg | Walter Gansel Gene Rehmeyer Edward P. Talbott | Wilson T-H-S Standard Associated AP. INS |
| EL PASO..... | KTSM | 1380 | 1,000-LS 500-N | Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122 | NBC | Frances W. Bredberg Karl O. Wyley Willard L. Kline | Virgil C. Hicks Roy T. Chapman E. L. Gemoets | Hollingsbery MacGregor Thesaurus UP |
| FORT WORTH 1.... | KFJZ | 1270 | 5,000 | Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474 | MBS Texas State | Gene L. Cagle Gene L. Cagle Clyde Pemberton | Boyd Kelly L. Roy Duffy Truett Kimzey | Weed UP |
| FORT WORTH 2.... | KGKO | 570 | 5,000 | KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth 3-231 Dallas, Riverside 9631 | Blue Lone Star | Amon G. Carter Harold V. Hough George Cranston, Ft. Worth Martin B. Campbell, Dallas Roy Bacus, Ft. Worth Ralph Nimmons, Dallas | Ed Lally, Ft. Worth Ralph Maddox Helen Schmal, Ft. Worth Elaine Pritchett, Dallas R. C. Stinson, Ft. Worth Ray Collins, Dallas | Petry World Lang-Worth Thesaurus MacGregor UP. AP |
| FORT WORTH 2.... | WBAP | 820 ST-WFAA | 50,000 | Carter Publications Inc. Medical Arts Bldg. 3-1234 | NBC Texas Quality | Amon G. Carter Harold V. Hough George Cranston Roy Bacus | Ed Lally Helen Schmal R. C. Stinson | Petry World AP |

MOVE GOODS?



KRLD *does the Big Job in Texas!*

KRLD

The Times Herald Station

STUDIOS

Dallas

Fort Worth

50 kw., 1080 kc. Represented by the Branham Company

The Family Station in the Great Panhandle!



**K
G
N
C**

AFFILIATED WITH
National **B**roadcasting **C**ompany

**MEMBER OF
LONE STAR CHAIN**

COVERAGE DATA

| | |
|-------------------------------------|---------------|
| COUNTIES served | 43 |
| *POPULATION | 440,600 |
| **DWELLINGS | 116,636 |
| TOTAL RADIOS | 90,347 |
| Urban Radios | 40,575 |
| Rural Non-Farm Radios | 21,671 |
| Rural Farm Radios | 28,101 |
| **EFFECTIVE INCOME | \$397,897,000 |
| 77% increase over 1940 income | |
| \$3,420 per family—\$900 per capita | |
| RETAIL SALES | \$206,255,000 |

*1940 Information

**1943 Information

For up-to-the-minute information, call
your nearest Taylor-Howe-Snowden Radio
Sales office.

**5000 WATTS
DAYTIME**

**1000 WATTS
NIGHT**

**1440
KILOCYCLES**

Manager
Raymond Hollingsworth



A M A R I L L O , T E X A S

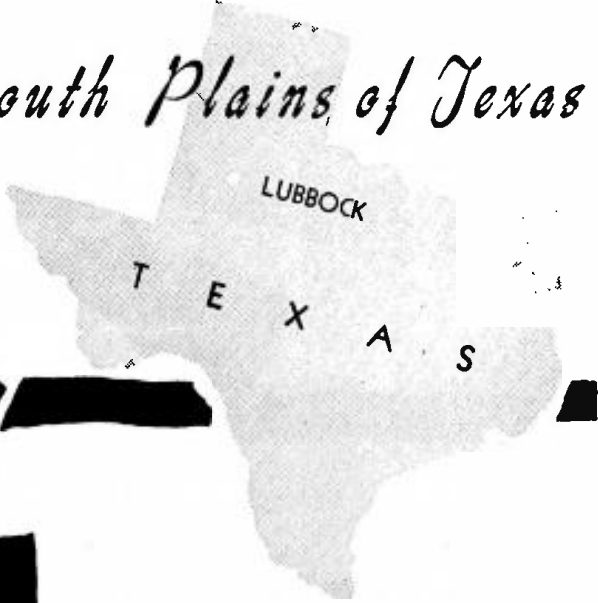
REPRESENTED
BY

TAYLOR-HOWE-SNOWDEN Radio Sales

Authorities on Radio and Markets
in the Great Middle and
Southwest.

The Voice of the South Plains of Texas

K E F Y O



**BLUE NETWORK
AFFILIATE**

**MEMBER OF
LONE STAR CHAIN**

**250
WATTS**

**1340
KILOCYCLES**

COVERAGE DATA

| | |
|--------------------------|---------------|
| POPULATION | 233,897 |
| DWELLINGS | 46,455 |
| TOTAL RADIOS | 34,912 |
| Urban Radios | 14,097 |
| Rural Non-Farm Radios .. | 6,215 |
| Rural Farm Radios | 14,600 |
| INCOME | \$147,186,000 |
| RETAIL SALES | 84,679,000 |

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

Manager
DeWitt Landis



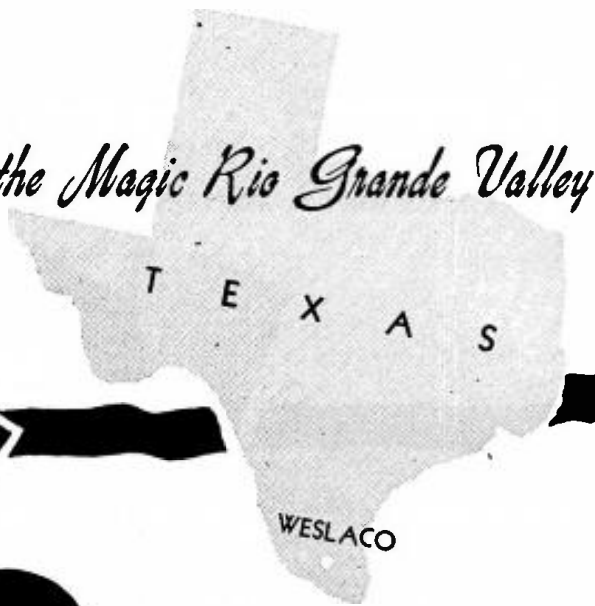
L U B B O C K , T E X A S

REPRESENTED BY *Taylor-Howe-Snowden Radio Sales* Authorities on Radio and Markets in the Great Middle and Southwest.

Serving the Fabulous Empire

of the Magic Rio Grande Valley

KRGGV



AFFILIATED WITH
National **B**roadcasting **C**ompany

MEMBER OF
LONE STAR CHAIN

COVERAGE DATA

| | |
|-------------------------|---------------|
| POPULATION served | 254,340 |
| DWELLINGS served | 68,481 |
| TOTAL RADIOS | 30,052 |
| Urban Radios | 15,266 |
| Rural Non-Farm Radlos.. | 6,941 |
| Rural Farm Radlos | 7,845 |
| INCOME | \$165,318,000 |
| RETAIL SALES | 88,712,000 |

**FIFTH LARGEST RANKING AREA IN TEXAS
IN RETAIL SALES—1943 EIGHTH LARGEST
RANKING AREA IN THE GREAT SOUTH-
WEST**

For up-to-the-minute information, call
your nearest Taylor-Howe-Snowden Radio
Sales office.

**1000
WATTS**

**1290
KILOCYCLES**

Manager
Archie J. Taylor



W E S L A C O, T E X A S

REPRESENTED
BY

TAYLOR HOWE SNOWDEN *Radio Sales*

Authorities on Radio and Markets
in the Great Middle and
Southwest.

Serving a population of over 1½ million buyers
A "BILLION DOLLAR MARKET!"



K T S A

AFFILIATED WITH
Columbia Broadcasting System

**MEMBER OF
 LONE STAR CHAIN**

**5000 WATTS
 DAYTIME**

**1000 WATTS
 NIGHT**

**550
 KILOCYCLES**

Manager
 George W. Johnson

COVERAGE DATA

| | |
|--|-----------------|
| COUNTIES served | 62 |
| POPULATION | 1,581,400 |
| DWELLINGS | 383,089 |
| TOTAL RADIOS | 221,372 |
| Urban Radios | 123,106 |
| Rural Non-Farm | 49,681 |
| Rural Farm Radios | 48,585 |
| INCOME | |
| *Oil, Gas, and Mineral | \$ 181,451,301 |
| Livestock and Poultry | 153,817,870 |
| Agriculture | 156,602,333 |
| Industrial | 258,798,142 |
| PLUS the largest Per- permanent wartime or peacetime United States Military Installations | |
| TOTAL INCOME | \$1,000,669,646 |

**1943 Figures*

For up-to-the-minute information, call
 your nearest Taylor-Howe-Snowden Radio
 Sales office.



SAN ANTONIO, TEXAS

REPRESENTED BY *Taylor Howe-Snowden Radio Sales* Authorities on Radio and Markets in the Great Middle and Southwest.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

N—Non-Commercial Station. *D*—Day. *N*—Night. *ST*—Shares Time. *SH*—Specified Hours. *U*—Unlimited. *CP*—Construction Permit Issued.
LS—Local Sunset. *L*—Limited Time with Dominant Station. *SA*—Special Authorization.
 (Data corrected to January 1, 1945)

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdad. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------------------|--|----------------------------------|--|--|--|
| GALVESTON..... | KLUF | 1400 | 250 | KLUF Broadcasting Co. Inc. 6002 Broadway 6676 | MBS KBS | George Roy Clough Lee Clough C. V. Bracht | Lee Clough C. V. Bracht Lee Clough | Standard UP |
| HARLINGEN..... | KGBS | 1240 | 250 | Harbenito Broadcasting Co. Harlingen 1400 | CBS | McHenry Tichenor Troy McDaniel Dave Bennett | Steele McClanahan Sherman L. Spencer | Walker Associated AP |
| HOUSTON 2..... | KPRC | 950 | 5,000 | Houston Printing Corp. Lamar Hotel Fairfax 7101 | NBC Texas Quality | W. P. Hobby Kern Tips | Jack McGrew H. T. Wheeler | Petry Lang-Worth Thesaurus AP |
| HOUSTON 2..... | KTHT | 1230 | 250 | Texas Star Broadcasting Co. Southern Standard Bldg. Capitol 6246 | MBS | Roy Hofheinz Ted P. Hills M. W. Armstrong | Dick Altman M. W. Armstrong Louis I. Jelly | Weed Associated UP |
| HOUSTON 2..... | KTRH | 740 | 50,000 | KTRH Broadcasting Co. Rice Hotel Preston 4361 | CBS | Jesse H. Jones B. F. Orr Ray Bright | Harry V. Grier Geo. McCormick (King H. Robinson Tom Hiner | Blair World UP |
| HOUSTON 2..... | KXYZ | 1320 | 5,000 | Harris County Broadcast Co. Gulf Bldg. Capitol 6151 | Blue Lone Star | T. Frank Smith T. Frank Smith Bill Bennett | Charles Nethery Glenn Horton Gerald Chinski | Free & Peters Standard AP |
| HUNTSVILLE..... | KSAM | 1490 | 250 | W. J. Harpole & J. C. Rothwell Walker County Fairgrounds | KBS | Partnership J. C. Rothwell J. B. McShan | Ruth Rothwell Sam Love | Cox & Tanz AP |
| K.L.GORE..... | KOCA | 1240 | 250 | Oil Capitol Broadcasting Assn. Box 1285 616 | KBS | Roy G. Terry H. A. Degner H. A. Degner | John C. Andrews H. A. Degner Albert F. Mason Jr. | MacGregor AP |
| LAREDO..... | KPAB | 1,900 | 250 | Laredo Broadcasting Co. Laredo 2124 | MBS KBS | Howard W. Davis Mrs. Doane Chapman Mrs. Doane Chapman | Sherry Vagenas Mrs. Doane Chapman Travis Chapman | Burn-Smith |
| LONGVIEW..... | KPRO | 1,700 | 1,000 | Voice of Longview Glover-Crim Bldg. 411 | Blue MBS Texas State KBS | James R. Curtis | | Burn-Smith MacGregor |
| LUBBOCK..... | KFYO | 1340 | 250 | Plains Radio Restg. Co. Inc. 914 Ave. J 5577 | Blue Lone Star Texas State | Gene A. Howe DeWitt Landis Ruby Lee Leary | Frances K. Hawkins W. S. Bledsoe | T-H-S World UP |
| LUFKIN..... | KRBA | 1340 | 250 | Red Lands Broadcasting Assn. Box 755 272 | KBS | Ben T. Wilson Darrell E. Yates Darrell E. Yates | Richman Lewin Darrell E. Yates Glenn Perry | Cox & Tanz Standard AP, UP |
| MIDLAND..... | KRLH | 1230 | 250 | Millard Edison 117 S. Lorraine St. 1070 | MBS Texas State | Clarence Scharbauer Estate J. M. McDonald Gladys L. McDonald | Steve Briggs Jack Cecil | MacGregor AP |
| PALESTINE..... | KNET | 1450 | 100 | Palestine Broadcasting Corp. Municipal Bldg. 411 | KBS | B. A. Laurie B. A. Laurie John Cohan | Mrs. Emo Laurie John Cohan Eugene R. Kintz | Walker Standard UP |
| PAMPA..... | KPDN | 1340 | 100 | R. C. Holles Box 901 1100 | MBS KBS | E. J. Hanna Wayne Phelps Tom White | Don Boles Wayne Phelps J. E. Thomas | World AP |
| PARIS..... | KPLT | 1490 | 250 | North Texas Broadcasting Co. Gibraltar Hotel 1124 | Blue MBS Texas State | A. G. Mayse Ernest T. Jones Donald W. Morgan | Dorothy Thompson Robbie Haynes Al Anglin | Standard AP |
| PECOS..... | KIUN | 1400 | 100 | Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. 21 | KBS | Jack W. Hawkins Jack W. Hawkins Jack Hawkins | Margaret Hallberg | |
| PLAINVIEW..... | KVOP | 1400 | 250 | W. J. Harpole and J. C. Rothwell 111 W. 6th St. 1400 | KBS | W. J. Harpole W. J. Harpole W. J. Harpole | J. E. Stanton W. J. Harpole Jesse Simms | Standard AP |
| PORT ARTHUR..... | KPAC | 1250 | 1,000 | Port Arthur College | MBS | | | Standard AP, INS |
| SAN ANGELO..... | KGKL | 1400 | 250 | KGKL Inc. St. Angelus Hotel 6715 | MBS, Blue Texas State | H. C. Ragsdale Lewis O. Seibert Myrl Stein | Evelyn Preston Joecile Coffman Frank Jones | Pearson MacGregor AP |
| SAN ANTONIO 5.... | KABC | 1450 CP-680 | 250 CP-50,000-LS 10,000-N | Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126 | Blue Texas State | R. Early Willson Charles W. Balthrope | Mrs. Clyde A. Wendt Paul Wolf | Weed UP, AP |
| SAN ANTONIO 5.... | KMAC | 1240 | 250 | Walmac Company Nat'l Bank of Commerce Bldg. Cathedral 6211 | MBS Texas State | Howard W. Davis Howard W. Davis M. B. McDonald | A. S. Bessan W. P. Smythe Charles F. Harris | INS |
| SAN ANTONIO 6 ... | KONO | 1400 | 250 | Mission Broadcasting Co. 317 Arden Grove Fannin 5171 | | Eugene J. Roth James M. Brown James M. Brown | Stanley A. Cox Fred Hammond George W. Ing | Forloe MacGregor Lang-Worth AP |
| SAN ANTONIO 6 ... | KTSA | 550 | 5,000-LS 1,000-N | Sunshine Broadcasting Co. Gunter Hotel Garfield 1251 | CBS Lone Star | Gene A. Howe G. W. Johnson | Douglas Romine C. D. Lutz W. G. Egerton | T-H-S Thesaurus Lang-Worth UP |
| SAN ANTONIO | WOAI | 1200 | 50,000 | Southland Industries Inc. 1031 Navarro St. Garfield 4221 | NBC Texas Quality | Hugh A. L. Half Hugh A. L. Half Cecil K. Beaver | Harold H. Carr Fred A. Peary Fred Sterling | Petry Standard Associated AP, INS |

More than 5 to 1 for your money!

WOAI ↓



Station "B" ↓



Your penny spent on WOAI opens the doors to 7.6 homes.*

Your penny spent on Station B# in San Antonio opens the doors to 1.4 homes.

That's why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

** From the latest C. E. Hooper Survey, metropolitan and urban, and a postcard questionnaire survey of the rural box holders, by Ernst & Ernst.*

The only other San Antonio station having regional coverage.



50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN



WOAI

San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

KGZO

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**

KGZO

5000 WATTS • 570 KC.

FORT WORTH • DALLAS, TEXAS

BLUE NETWORK AFFILIATE

KEY STATION LONE STAR CHAIN

**National Representatives
EDWARD PETRY & CO., INC.**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

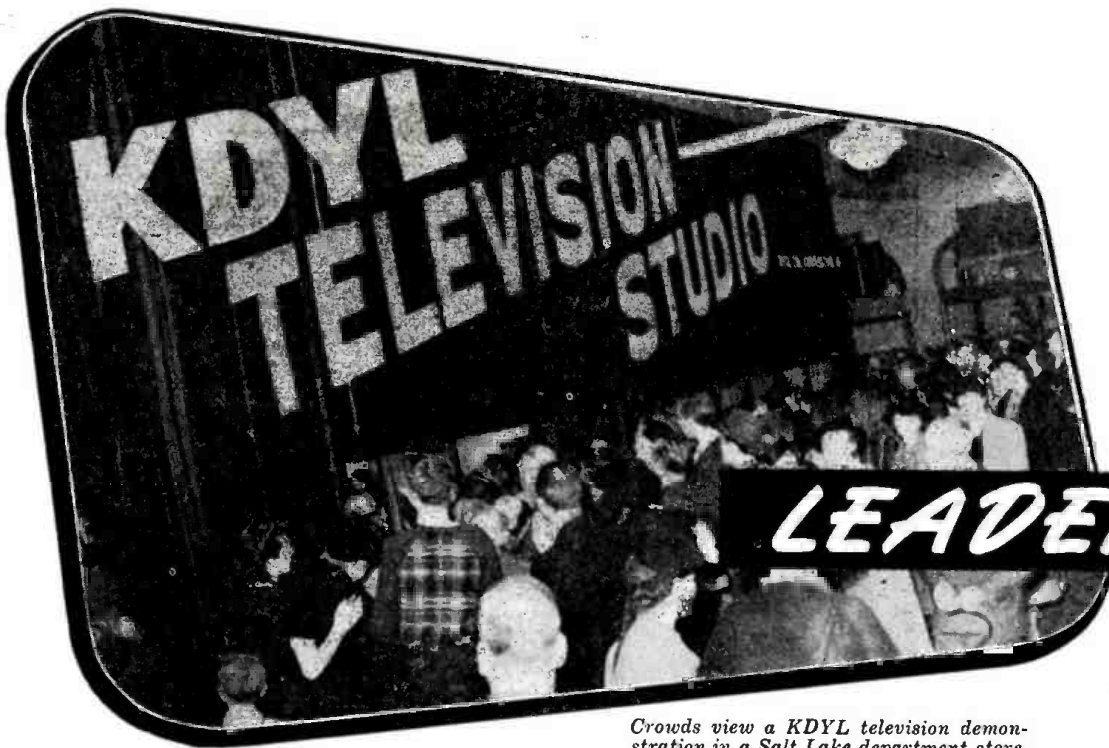
*—Non-Commercial Station. D—Day N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

TEXAS—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|---------------------|---|-----------------------------------|---|--|--|
| SHERMAN..... | KRRV | 910 | 1,000 | Red River Valley Bcastg. Corp. 421 N. Crockett St., Sherman Fannin & Owing St., Denison Sherman 201 Denison 428 | MBS Texas State | G. H. Wilcox L. L. Hendrick, Sherman E. V. Hammond Jr., Denison | Eloise Jouvenat, Shrm. W. W. Shelley, Denison Tom John | Pearson World Standard UP |
| SWEETWATER..... | KXOX | 1240 | 250 | Sweetwater Radio Inc. Hi-way 70 2841 | KBS | J. S. McBeath J. Harley Hubbard J. Harley Hubbard | Doyce R. Elliott George W. Dotson | Thesaurus UP |
| TEMPLE..... | KTEM | 1400 | 250 | Bell Broadcasting Co., Inc. Box 188 4646 | Blue, MBS Texas State KBS | Frank W. Mayborn Burton Bishop Chas. F. Whitesides Jr. | Paul Shaw | Pearson UP |
| TEXARKANA..... | KCMC | 1280 | 250 | KCMC Inc. 317 Pine St. 882 | Blue, MBS Arkansas Texas State | KCMC Inc. Frank O. Myers | | Pearson Standard AP |
| TYLER..... | KGKB | 1490 | 250 | East Texas Broadcasting Co. 115 S. College St. 1108 | MBS | Jas. G. Ulmer Jas. G. Ulmer E. P. Duffie | Minnie B. Ulmer John B. Sheppard | Pearson Standard AP |
| VERNON..... | KVWC | 1490 | 250 | Northwestern Broadcasting Co. 1813 Wibarger St. 1048 | MBS KBS | R. H. Nichols W. D. Dixon W. D. Dixon | Loretta Withers Herman Ridgway | AP |
| VICTORIA..... | KVIC | 1340 | 250 | Radio Enterprises Inc. Bank & Trust Bldg. 2172 | KBS | Morris Roberts Jerry Fisher Jerry Fisher | Margaret Trus Robert McCown | Standard World UP |
| WACO..... | WACO | 1450 | 250 | Frontier Broadcasting Co. Inc. | Blue, MBS Texas State | | | UP, AP |
| WESLACO..... | KRGV | 1290 | 1,000 | KRGV Inc. Weslaco 875 | NBC Lone Star | T. E. Snowden Archie J. Taylor Archie J. Taylor | Dick Watkins Lewis Hartwig | T-H-S Standard Thesaurus UP |
| WICHITA FALLS.... | KWFT | 620 | 5,000-LS 1,000-N | Wichita Broadcasters Kemp Hotel 4182 | CBS | Joe B. Carrigan Charles E. Clough Charles E. Clough | Bea Montgomery John R. White John H. Adams | Raymer Standard UP |

UTAH

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Net work | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|-------------------------------|-------------------------|----------------|--|--------------------------|---|---|--|
| CEDAR CITY..... | KSUB | 1340 | 250 | Southern Utah Bcastg. Co. 591 W. Second So. 398 | CBS | Ivor Sharp Lennox Murdoch Hurschell Urie | Melvin Rowley H. Urie | AP, UP |
| LOGAN..... | KVNU | 1230 | 250 | Cache Valley Broadcasting Co. 1393 N. Main St. 1400 | MBS Intermountain KBS | Reed Bullen Reed Bullen Fred Sears | Paul Coburn Fred Sears Carroll Secrist | McGillvra MacGregor UP |
| OGDEN..... | KLO | 1430 | 5,000 | Interstate Broadcasting Corp. Hotel Ben Lomond 5721 | MBS Intermountain | A. L. Glasmann George B. Morgan Lynn L. Meyer | Kenyon R. Bennett Lynn L. Meyer W. D'Orr Cozzens | McGillvra Standard UP |
| PRICE..... | KEUB | 1450 | 250 | Eastern Utah Broadcasting Co. Price 200 | MBS Intermountain KBS | Jack Richards Jack Richards Jack Richards | Jack Richards Jack Richards | |
| PROVO..... | KOVO | 1240 | 250 | KOVO Broadcasting Co. 108 W. Center 1680 | MBS Intermountain | Clifton A. Tolboe Clifton A. Tolboe S. Garn Carter | Shirl Black Melvyn Standage Farley Rasmussen | McGillvra Thesaurus UP |
| SALT LAKE CITY.... | KALL (Construction permit) | 910 | 1,000 | Salt Lake City Bcastg. Co. | | | | |
| SALT LAKE CITY 1 | KDYL | 1320 | 5,000 | Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991 | NBC | S. S. Fox S. S. Fox George A. Provo | Alvin G. Pack Frank K. Baker John M. Baldwin | Blair World Thesaurus UP, INS |
| SALT LAKE CITY 1. | KNAK (Construction permit) | 1400 | 250 | Granite District Radio Bcastg. Co. | | Howard D. Johnson | | |
| SALT LAKE CITY 1 | KSL | 1160 | 50,000 | Radio Service Corp. of Utah Union Pacific Bldg. 5-4641 | CBS | J. Reuben Clark Jr. Ivor Sharp E. J. Broman | Ralph W. Hardy H. Perry Driggs C. Richard Evans | Petry Associated MacGregor Lang, Worth Standard AP, UP |
| SALT LAKE CITY 1 | KUTA | 570 | 5,000 | Utah Broadcasting Co. 29 S. State 3-2737 | Blue | Frank C. Carman Frank C. Carman Jack C. Burnett | James H. Lawrence Lyle Wahlquist | Katz MacGregor Standard UP |



Crowds view a KDYL television demonstration in a Salt Lake department store.



A prize-winning steer is televised at the Utah State Fair as a feature of the KDYL demonstration.



An Indian Chief faces the television camera in the KDYL studio—probably the first red man to be televised.

FOR years a leader in radio broadcasting, KDYL is far ahead of the field in preparations for television. This progressive station has been granted a license by the FCC for experimental television broadcasting. The first station west of the Mississippi to have such a license. We have already given television demonstrations at the Utah State Fair and other exhibitions and at department stores, where thousands of people have had an introduction to this living medium. KDYL today is the nation's most advanced independent station in the television field.

National Representative
JOHN BLAIR & CO.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

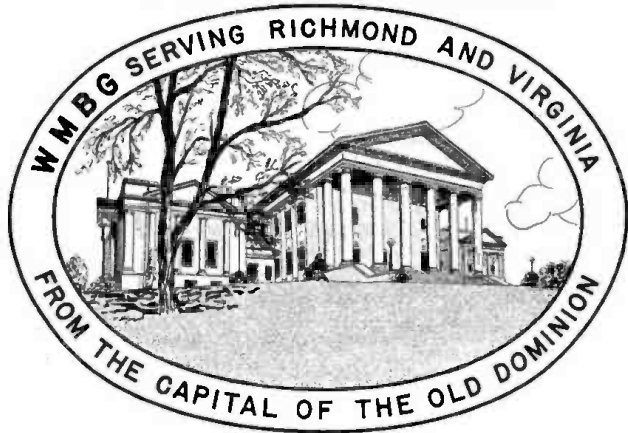
← Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

VERMONT

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------|--------------|-------------------------|----------------|--|----------------|--|--|--|
| BURLINGTON | WCAX | 620 | 1,000 | WCAX Broadcasting Corp. 187 Main St. 2000 | CBS | C. P. Hasbrook C. P. Hasbrook Joseph Smith | John C. Quill | Weed Associated UP |
| RUTLAND | WSYB | 1880 | 1,000 | Philip Weiss Music Co. 80 West St. 1247 | MBS Yankee KBS | Philip Weiss J. H. Weiss J. H. Weiss | Norval K. Ramson Jr. | McGillvra MacGregor Foster UP |
| ST. ALBANS | WWSR | 1420 | 1,000-D | Vermont Radio Corp. 82 N. Main St. 1890 | KBS | Lloyd E. Squier Winston L. Blake L. E. Squier | Theodore Boisvert | Bannan Wilson MacGregor World UP |
| WATERBURY | WDEV | 550 | 1,000-D | Radio Station WDEV 8 Stowe St. 13 | Yankee KBS | Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker | Tom Dodd Lloyd E. Squier Harold Grout | Wilson World UP |

VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mds. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------------------------|-------------------------|-------------------|---|---------------|---|---|--|
| ALEXANDRIA | WPIK (Construction permit) | 730 | 250-D | Potomac Broadcasting Corp. | | Howard B. Hayes | Carl L. Lindberg | World |
| CHARLOTTESVILLE | WCHV | 1450 CP-1240 | 250 | Barham & Barham 4th & E. Market Sts. 2500 | Blue KBS | Charles Barham Jr. Charles Barham Jr. Randy Bean | Randy Bean Nat Martin Walter Gray | Cox & Tanz Standard Associated UP |
| COVINGTON | WKEY | 1340 | 250 | Earl M. Key Box 629 840 | Blue KBS | Earl M. Key Harold B. Hodges Harold B. Hodges | Ina Humphries James Garber | World UP |
| DANVILLE | WBTM | 1400 | 250 | Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350 | Blue Tri-City | L. N. Dibrell R. Sanford Guyer A. C. Evans | William P. Heffernan Edward G. Gardner Harry W. Spencer | Tri-City Lang-Worth AP |
| FREDERICKSBURG | WFVA | 1290 CP-1290 | 250-D CP-250-U | Fredericksburg Broadcasting Corp. Farmers Creamery Bldg. 1260 | Blue KBS | Richard F. Lewis Jr. Richard F. Lewis Jr. | Nan Winkler Phillip Whitney | Burn-Smith |
| HARRISONBURG | WSVA | 550 | 1,000-D | Shenandoah Valley Bestg. Corp. Harrisonburg 875 | | F. L. Altman Chas. P. Blackley R. B. Harrington | R. H. Johnson W. L. Braun | Wilson World UP |
| LYNCHBURG | WLVA | 1230 | 250 | Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030 | Blue | Edward A. Allen Philip P. Allen John P. Read Jr. | Evelyn M. Hamlet John T. Orth | Tri-City Lang-Worth Standard AP |
| MARTINSVILLE | WMVA | 1450 | 250 | Martinsville Bestg. Co. Inc. Martinsville 2152 | NBC KBS | William C. Barnes John W. Shultz C. Robert Ray | Charles F. Adams Dewey W. Muse | Wilson AP |
| NEWPORT NEWS | WGH | 1340 | 250 | Hampton Roads Bestg. Corp. Portlock Bldg. Norfolk 2-7081 | Blue | Raymond B. Bottom Edward E. Bishop Edward E. Edgar | J. A. Black Edward E. Edgar William P. Grether | Burn-Smith Lang-Worth Standard AP |
| NORFOLK 10 | WTAR | 790 | 5,000 | WTAR Radio Corp. National Bank of Commerce Bldg 2-5671 | NBC | P. S. Huber Campbell Arnoux John W. New | Henry C. Whitehead Frances McLeod Julius L. Grether | Petry Standard AP, UP |
| PETERSBURG | WBHD (Construction permit) | 1240 | 250 | Southside Virginia Broadcasting Corp. | | | | |
| PORTSMOUTH | WSAP | 1490 | 250 | Portsmouth Radio Corp. Professional Bldg. 6883 | MBS | Tom Gilman T. W. Ayldett Jack Norfleet | Paul R. Forbes W. O. Fishback Frederic F. Clair | Wilson World UP |
| RICHMOND | (Construction permit) | 1450-SH | 250 | Thomas G. Tinsley Jr. | | | | |
| RICHMOND 20 | *WBBL | 1240-SH CP-1450-SH | 100 CP-250 | Grace Cov. Presbyterian Church 1627 Monument Ave. 5-7491 | | M. A. Sitton | C. H. Liesfeld R. W. Raabe | |
| RICHMOND 21 | WMBG | 1880 | 5,000 | Havens & Martin Inc. 3301 W. Broad St. 5-8611 | NBC | Wilbur M. Havens Wilbur M. Havens Robert E. Mitchell | Gwendolyn Dalton Jewell Francis Wilfred H. Wood | Blair Lang-Worth MacGregor Thesaurus TP |
| RICHMOND 13 | WRNL | 910 | 5,000 | Richmond Radio Corp. 323 East Grace St. 3-3436 | Blue | Richmond Newspapers Inc. E. S. Whitlock E. S. Whitlock | G. Mallory Freeman Walter R. Seiden | Petry Standard AP |
| RICHMOND 12 | WRVA | 1140 | 50,000 | Larus & Brother Co. Inc. Hotel Richmond 3-6633 | CBS | William T. Reed Jr. C. T. Lucy Barron Howard | I. G. Abeloff C. T. Lucy D. C. Woods | Raymer Lang-Worth World UP |
| ROANOKE 2 | WDBJ | 960 | 5,000 | Times-World Corp. Box 150 8181 | CBS | J. P. Fishburn R. P. Jordan Frank D. Kesler | Jack Weldon Jack Weldon J. W. Robertson | Free & Peters World Lang-Worth UP |
| ROANOKE 7 | WSLS | 1240 | 250 | Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227 | Blue Tri-City | Paul C. Buford James H. Moore Horace S. Fitzpatrick | Bill Saunders Horace Fitzpatrick Phil Briggs | Thesaurus Lang-Worth AP, TP |
| STAUNTON | (Construction permit) | 1400 | 250 | Charles P. Blackley | | | | |
| SUFFOLK | WLPM | 1450 | 250 | Suffolk Broadcasting Corp. 105 Bank St. 1420 | Blue KBS | Fred L. Hart Fred L. Hart Fred L. Hart | Jim S. Hardie Elizabeth Beale Freddie M. Wagner | Sears & Ayer Thesaurus UP |
| WINCHESTER | WINC | 1400 | 250 | Richard Field Lewis Jr. Kerr Street 4855 | Blue | Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock | Grant Pollock Leslie Golliday Richard F. Lewis Jr. | |



5000 WATTS

WORLD'S **M**EMORABLE **B**ATTLE **G**ROUNDS
WIDER **M**ARKET **B**BETTER **G**UARANTEE

NBC IN RICHMOND, VA.

JACK BENNY

CHARLIE McCARTHY

FIBBER McGEE

RUDY VALLEE

BOB HOPE

AMOS 'N' ANDY

BOB BURNS

NBC-5000 WATTS

EDDIE CANTOR

INFORMATION PLEASE

H. V. KALTENBORN

RICHMOND

★
 DUFFY'S TAVERN

WMBG

With Shows Alive

Still Tops Them All in '45

First in Listeners

(NBC & Local Programs)

First in Greatest Number of

Advertisers

First in Results

Greatest Returns Per Dollar

Advertising Value

First in FM & Television

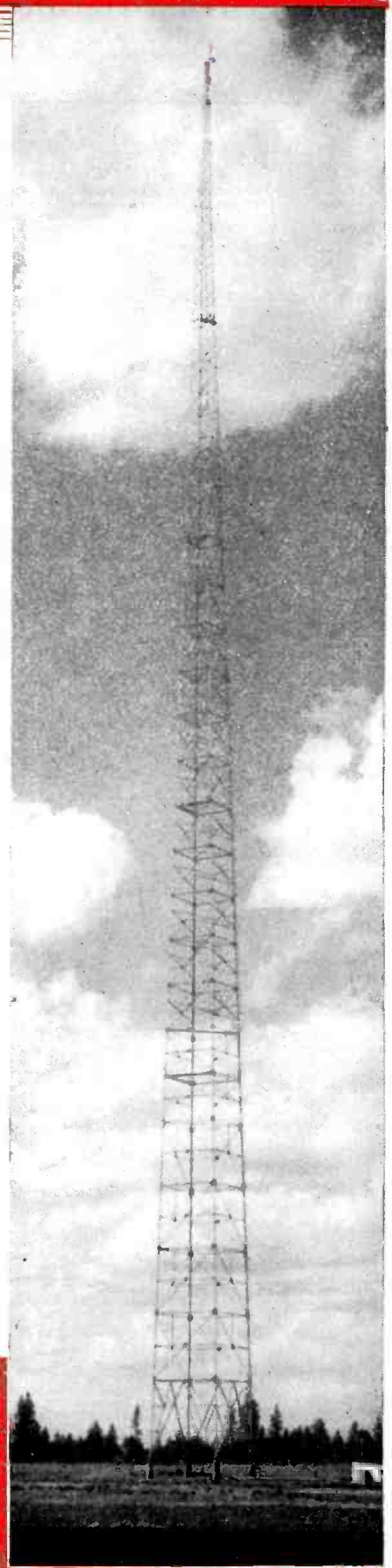
REPRESENTED BY JOHN BLAIR CO.

A LANDMARK
of the Inland Empire—
KHQ's 820-foot Tower.

Completely Covers the
KHQ
West Inland Empire



- One Market
- One Medium
- One Station
- One COST!



5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium Completely Covering the Inland Empire

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Share Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

WASHINGTON—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative Transac. Library News Service |
|------------------|--------------|-------------------------|----------------|---|---------------------|--|---|---|
| SPOKANE 8..... | KHQ | 590 | 5,000 | Louis Wasmer Inc. Radio Central Bldg. Main 5383 | NBC | Louis Wasmer Harvey Wixson Harvey Wixson | Curtis Roberts Harvey Wixson C. W. Evans | Petry World MacGregor AP |
| TACOMA 1..... | KMO | 1860 | 5,000 | Carl E. Haymond 914½ Broadway Main 4144 | MBS Don Lee Pacific | Carl E. Haymond J. A. Murphy Jerry Geehan | Verne E. Sawyer Verne E. Sawyer J. D. Kolesar | McGillvra World UP |
| TACOMA 2..... | KTBI | 1490 | 250 | Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241 | KBS | H. J. Quilliam H. J. Quilliam F. King Mitchell | Burke Ormsby F. King Mitchell George Cole | Standard Associated AP, UP |
| TACOMA 2..... | KVI | 570 | 5,000 | Puget Sound Bestg. Co. Inc. Rust Bldg. Broadway 4211 | | Vernice Irwin Mrs. E. M. Doernbecher Vernice Irwin Earl T. Irwin | Lawrence Huseby Raymond Griese | Hollingbery Griffith Associated MacGregor Lang-Worth AP |
| VANCOUVER..... | KVAN | 910 | 500-D | Vancouver Radio Corp. 707½ Main St. 150 | | Sheldon F. Sackett Ben E. Stone S. W. McCready Marion Sexton | Charlene Jackson S. W. McCready | Grant Lang-Worth Standard UP |
| WALLA WALLA..... | KUJ | 1420 | 1,000 | KUJ Inc. Second & Rose 1280 | MBS Don Lee | H. E. Studebaker H. E. Studebaker Norval Armes | Robert Dunton Milton MacLafferty | Wilson World UP |
| WENATCHEE..... | KPQ | 560 | 1,000 | Westcoast Broadcasting Co. 2nd & Columbia Sts. 45 | Blue | Rogan Jones Helen Wylie Helen Wylie | Mildred Dahlhauser Helen Wylie R. B. Sutton | McGillvra Thesaurus UP |
| YAKIMA..... | KIT | 1280 | 1,000 | Carl E. Haymond 414½ E. Yakima Ave. 8115 | MBS Don Lee Pacific | Carl E. Haymond J. A. Murphy Harrison A. Miller | C. H. Carlson William Hansen H. B. Murphy | McGillvra Keating World AP, UP |
| YAKIMA..... | KTYW | 1460 | 500 | Cascade Broadcasting Co. Inc. Box 702 6104 | | A. W. Talbot Bartley Sims F. S. O'Halloran | E. J. Hamilton F. S. O'Halloran David W. Gordon | Lang-Worth Thesaurus AP |

WEST VIRGINIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representative Transac. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|-------------|--|---|--|
| BECKLEY..... | WJLS | 560 | 250-LS 100-N | Joe L. Smith Jr. 101½ Main St. 7311 | CBS | Joe L. Smith Jr. Virginia N. Cooper John T. Gelder Jr. | Terrence M. Harcourt Al J. Ginkel | Burn-Smith Lang-Worth Standard UP |
| BLUEFIELD..... | WHIS | 1440 | 1,000-LS 500-N | Daily Telegraph Printing Co. 623 Commerce St. 7114 | NBC | H. I. Shott H. I. Shott Jr. P. T. Flanagan | P. T. Flanagan | Katz MacGregor World UP |
| CHARLESTON 24.... | WCHS | 580 | 5,000 | Charleston Broadcasting Co. 1016 Lee St. 28-131 | CBS W. Va. | Capt. John A. Kennedy USNR (on leave) Howard L. Chernoff Howard L. Chernoff | Joseph J. Herget Elizabeth Camp Odea E. Robinson | Standard AP, UP |
| CHARLESTON 30 ... | WGKV | 1490 | 100 | Kanawha Valley Bestg. Co. 208½ Dickinson St. Capitol 37-541 | NBC | R. M. Venable E. R. Custer Joseph B. Matthews Robert L. Bowles | Phil Vogel Phil Vogel Melvin Swillinger | McGillvra Standard Thesaurus UP |
| CLARKSBURG..... | WBLK | 1400 | 250 | Charleston Broadcasting Co. 444½ W. Pike St. 3040 | NBC W. Va. | Capt. John A. Kennedy USNR (on leave) G. C. Blackwell G. C. Blackwell | G. C. Blackwell Joseph A. Wright | Branham World AP, UP |
| FAIRMONT..... | WMMN | 920 | 5,000 | Monongahela Valley Bestg. Co. 208 Adams St. 3100 | CBS | Lt. Comdr. George B. Storer (on leave) Stanton P. Kettler Stanton P. Kettler | Frank Lee Robert D. Hough | Blair Standard AP |
| HUNTINGTON..... | WSAZ | 930 | 1,000 | WSAZ Inc. Keith Albee Theatre Bldg. 4106 | Blue W. Va. | Capt. John A. Kennedy USNR (on leave) Marshall L. Rosene John L. Henry | William O. Aldridge Marcia Young Leroy E. Kilpatrick | Branham MacGregor Standard AP |
| LOGAN..... | WLOG | 1230 | 250 | Clarence H. Frey & Robt. O. Greever Box 720 761 | KBS | Clarence H. Frey Robert O. Greever James E. McGowan Jo Ann Humphries | Harmon Calver James McGowan Lloyd Beckworth | Burn-Smith Standard Lang-Worth UP |
| MORGANTOWN..... | WAJR | 1230 | 250 | West Virginia Radio Corp. 440 Spruce St. 9488 | KBS | H. C. Greer Norman Knight Norman Knight | Numa Fabre Jr. Eleanor Negri Ray C. Spence | World UP, AP |
| PARKERSBURG..... | WPAR | 1450 | 250 | Ohio Valley Broadcasting Corp. Grinter Bldg. 2530 | CBS W. Va. | Capt. USNR John A. Kennedy (on leave) George H. Clinton Geo. H. Clinton | Carl Loose Tom Garten Cecil Knowles | Branham Standard AP, UP |

KIRO...Seattle

Only 50,000 Watt

Station in

Pacific Northwest

Flash! Again in 1944 Western Washington and the Puget Sound area are important war production markets. Watch this area for postwar business.



710 kc

THE FRIENDLY STATION—Represented by *FREE and PETERS*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

WEST VIRGINIA—(Continued)

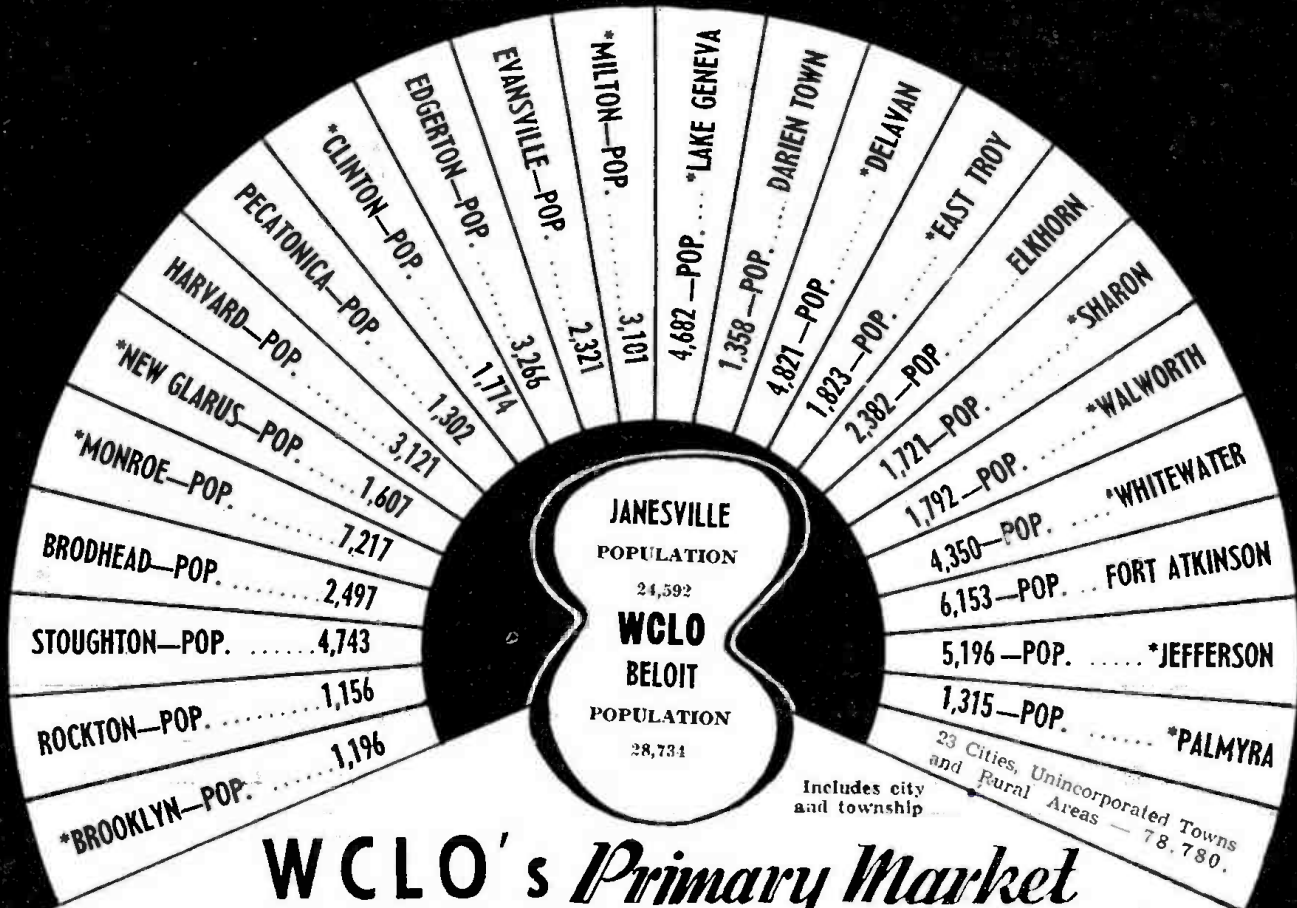
| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|---------|--|--|--|
| WELCH..... | WBRW | 1340 | 250 | McDowell Service Co. Riverside Drive 818 | KBS | John W. Blakely Jerry H. Metz Jerry H. Metz | Johnnie Villani Jerry Metz Jerry H. Metz | Forjoe Associated AP |
| WHEELING..... | WKWK | 1400 | 250 | Community Broadcasting Inc. 16th & Market Sts. 5320 | CBS | Joe L. Smith Jr. John B. Reynolds John T. Gelder | E. L. Blockinger Fred Baker | Weed Standard UP |
| WHEELING..... | WVVA | 1170 | 50,000 | West Virginia Broadcasting Corp. Hawley Bldg. 5888 | Blue | Lt. Comdr. George B. Storer (on leave) George W. Smith William E. Rine | Lucien B. Clawson Ruth Lee Miller Edwin L. Keim | Blair Thesaurus AP |
| WILLIAMSON..... | WBTH | 1400 | 250 | Williamson Broadcasting Corp. Williamson 1241 | | Mrs. Lewis C. Tierney Alice Shein Alice Shein | Alice Shein Robert Ward Bullio | World UP |

WISCONSIN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---------------------|--|-------------------------------------|--|--|--|
| APPLETON..... | WHBY | 1230 | 250 | WHBY Inc. 600 S. Lawe St. 1161 | MBS Wisconsin | Fr. James A. Wagner J. L. Gallagher W. C. Porshow | Rodger Mueller W. C. Porshow George Merkel | Standard AP |
| ASHLAND..... | WATW | 1400 | 100 | Upper Mich.-Wisc. Bestg. Co. Inc. Northern State Bank Bldg. 1420 | MBS No. Central | William L. Johnson J. W. Huss Todd Hogan | Harry Wills Hugh O'Malley Hine Dahlbacka | Sears & Ayer UP |
| EAU CLAIRE..... | WEAU | 790 | 5,000-LS 1,000-N | Central Broadcasting Co. 203 S. Barstow St. 6149 | NBC Arrowhead No. Central Northwest | Walter C. Bridges Walter C. Bridges James Clyde Riddle | H. H. Dunavan Thorwald Jorgenson | Hollingbery World Lang-Worth AP, UP |
| FOND DU LAC..... | KFIZ | 1450 | 250 | Reporter Printing Co. 18 W. First St. 356 | MBS | A. H. Lange Lucille A. Fairbanks Wm. E. O'Brien | Joyce A. Bahr Wendell S. Meyers | INS |
| GREEN BAY..... | WTAQ | 1360 | 5,000 | WHBY Inc. Bellin Bldg. Adams 1 | CBS Wisconsin | Fr. James A. Wagner Haydn R. Evans Val Schneider | Al Michel Hugh O'Malley Wallace Stangel | Weed MacGregor Thesaurus AP |
| JANESVILLE..... | WCLO | 1230 | 250 | Gazette Printing Co. 200 E. Milwaukee St. 2500 | MBS Wisconsin KBS | Sidney H. Bliss S. H. Bliss Gordon Downey | Dorothy Alan S. H. Bliss Wayne Clay | Rambeau Lang-Worth AP |
| LACROSSE..... | WKBH | 1410 | 1,000 | WKBH Inc. Radio Bldg. 450 | NBC | Howard Dahl Howard Dahl | Berniece Callway Al Leeman | Wilson MacGregor Lang-Worth AP |
| MADISON 6..... | *WHA | 970 | 5,000-D | University of Wisconsin Radio Hall, Campus Badger 580 | | C. A. Dykstra H. B. McCarty Wm. G. Harley | Walter Krulevitch Jack Stiehl | World Standard UP |
| MADISON 3..... | WIBA | 1310 | 5,000 | Badger Broadcasting Co. 110 E. Main St. Fairchild 8800 | NBC | William T. Evjue E. C. Allen | K. F. Schmitt K. F. Schmitt C. W. Wallis | Wilson Associated Standard AP, UP |
| MANITOWOC..... | WOMT | 1240 | 100 | Francis M. Kadow Radio Bldg. 6015 | KBS | Francis M. Kadow Francis M. Kadow Maurice Daily | Geo. H. Erdman L. Spertt W. F. Dubin | Regional Radio UP |
| MARINETTE..... | WMAM | 570 | 250-LS 100-N | M & M Broadcasting Co. Radio Park 570 | NBC | W. E. Walker Joseph D. Mackin Howard L. Emich | Howard L. Emich Howard L. Emich Martin R. Lund | Wilson Associated UP |
| MEDFORD..... | WIGM | 1490 | 250 | George F. Meyer Medford 5147 | KBS | George F. Meyer Irma Meyer A. A. Grossman | Arthur Retzlaff Raymond Bohnert (acting) | Cox & Tanz UP |
| MILWAUKEE 3..... | WEMP | 1340 | 250 | Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722 | Blue | Co-Partnership Charles J. Lanphier Charles J. Lanphier | Conrad Rice Charles J. Lanphier Raymond Host | Wilson UP |
| MILWAUKEE 1..... | WISN | 1150 | 5,000 | Hearst Radio Inc. 128 W. Michigan Daly 3900 | CBS | Hearst Radio Inc. Gaston W. Grignon Gaston W. Grignon | Woods O. Dreyfus H. Ellis Saxton N. J. Richard | Katz World Standard UP, INS |
| MILWAUKEE 1..... | WTMJ | 620 | 5,000 | The Journal Co. 333 W. State St. Marquette 6000 | NBC | Walter J. Damm Lewis W. Herzog Russell G. Winnie | R. Bruce Wallace D. W. Gellerup (on leave) | Petry Associated MacGregor AP |
| OSHKOSH..... | WOSH | 1490 | 250 | Oshkosh Broadcasting Co. 151½ Main St. 4580 | Blue | Myles H. Johns Ben A. Laird Ben A. Laird | Marjorie Hilliard Robert Nelson Nathan Williams | Regional Radio Standard World UP |
| POYNETTE..... | WIBU | 1240 | 250 | William C. Forrest Poynette 97R5 | MBS Wisconsin | Wm. C. Forrest Wm. C. Forrest Ralph O'Connor | Sarah Forrest Ralph O'Connor Leonard Doese | Standard UP |

WHAT PLASMA IS TO FIGHTING MEN -- SMALL TOWNS ARE TO AMERICAN BUSINESS

"Lifeblood"



WCLO's Primary Market

POPULATION 201,129

Effective Buying Income \$1,236 Per Capita

As Compared to National Average of \$1,103

(1940 United States Census of Business)

Twin City Market—WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville, with a combined population of 53,000, are within a 7-mile radius of WCLO's transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion's share of the potential audience.

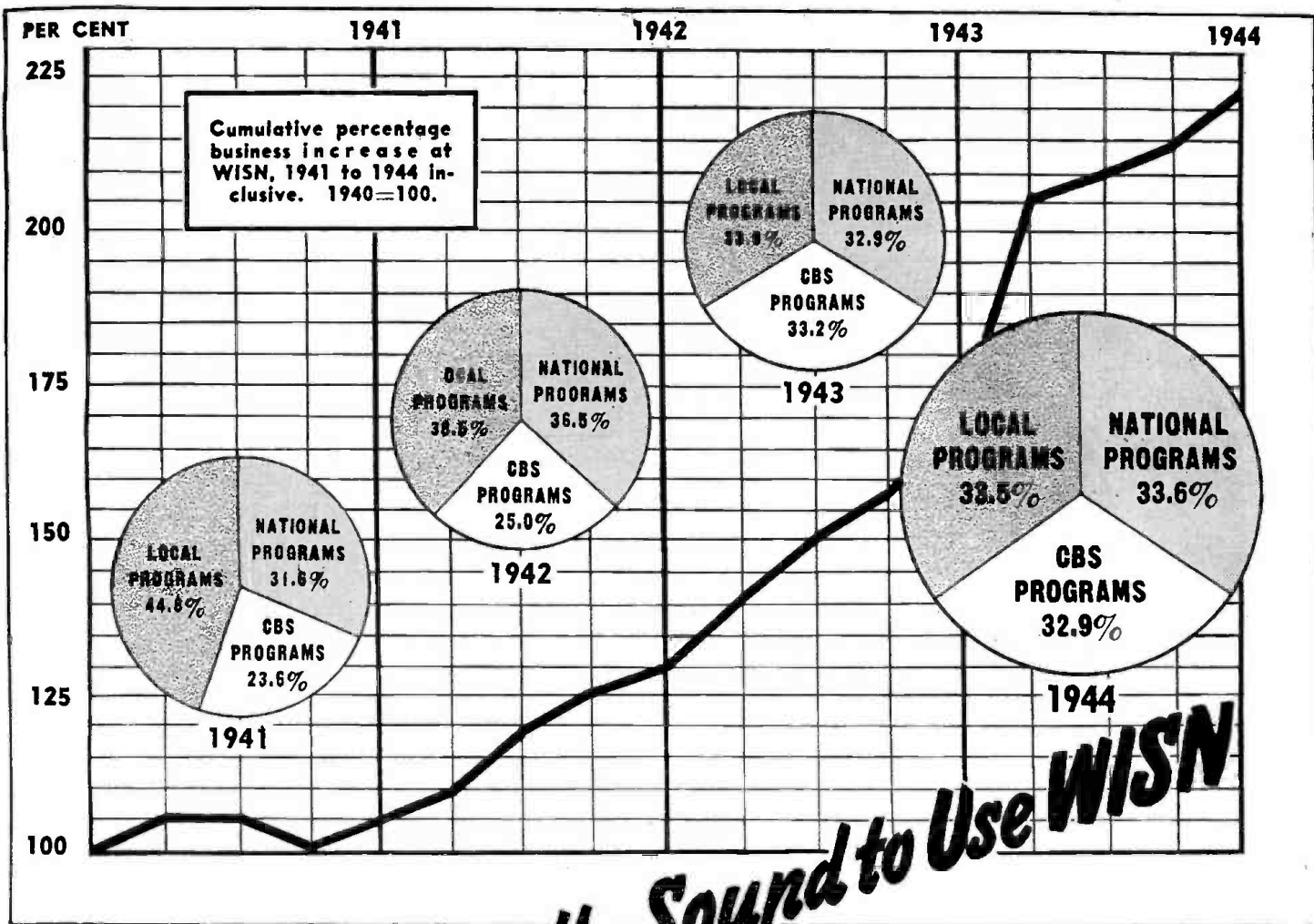
| WCLO's Primary Area has: | |
|---------------------------|---------------|
| Families | 57,181 |
| Radio Sets | 53,928 |
| Cities and Towns | 47 |
| Dairy Farms | 16,000 |
| "Effective Buying Income" | \$182,000,000 |
| Retail Sales | \$ 97,145,300 |

America is a small-town, small-store nation. Towns less than 25,000 population, together with unincorporated rural areas, embrace 60 per cent of the entire population of the country. Towns under 30,000 sustain 57 per cent of the outlets and account for 43 per cent of the retail trade in the United States.

Janesville, Wis. — Heart of Dairyland — Represented by Rambeau.

Radio Station WCLO

Owned and Operated by Gazette Printing Co., Publishers of Janesville Daily Gazette



WISN

BASICALLY 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.

BASICALLY SOUND

... because more advertisers are placing more business with WISN year in—year out. If YOU want results in the Milwaukee area, you can get them on the station with the listener (and the advertiser) preference. Try us and see. You'll be glad you did.

WISN MILWAUKEE

GASTON W. GRIGNON, General Manager

5,000 WATTS DAY AND NIGHT • A COLUMBIA NETWORK STATION

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

*—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.
 LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
 (Data corrected to January 1, 1945)

(Territories and Possessions)

ALASKA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|--------------------|--|---------|---|---|--|
| ANCHORAGE..... | KFQD | 790 | 1,000 | Alaska Broadcasting Co. Box 1040 Main 143 | KBS | Wm. J. Wagner Ken Laughlin Walter L. Read | Ken Laughlin Walter L. Read David O. Fields | Pan American INS, TP |
| FAIRBANKS..... | KFAR | 610 SA-660 | 5,000 SA-10,000 | Midnight Sun Broadcasting Co. Box 910 East 380 | | Capt. A. E. Lathrop Alvin O. Bramstedt | Dorothy Ann Simpson August G. Hiebert | World Standard AP, UP |
| JUNEAU..... | KINY | 1460 | 5,000 | Edwin A. Kraft American Bldg., Seattle | | Edwin A. Kraft Henry M. Hogue Henry M. Hogue | Gordon Chandler Henry M. Hogue Murray Durham | Spot Sales MacGregor INS |
| KETCHIKAN..... | KTKN | 930 | 1,000 | Edwin A. Kraft Radio Bldg. | | Edwin A. Kraft Henry M. Hogue Henry M. Hogue | Gordon Chandler Murray Durham | Spot Sales Northwest MacGregor INS |

HAWAII

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|--|---------|---|---|--|
| HILO..... | KHBC | 1230 | 250 | Hawaiian Bestg. System Ltd. 1283 Kalaaninnoe St. 7877 | CBS | J. Howard Worrall Alfred H. Green | William Dirks | Blair World Associated |
| HONOLULU 9..... | KGMB | 590 | 5,000 | Hawaiian Bestg. System Ltd. 1534 Kapiolani Blvd. 2323 | CBS | J. Howard Worrall | Owen Cunningham Ernest Lindemann | Blair World MacGregor Associated AP |
| HONOLULU..... | KGU L-WJR | 760 | 2,500 | Advertiser Publishing Co. Ltd. Advertiser Square 2311 | NBC | Lorrin P. Thurston M. A. Mulrony Peter Simmons | Kenton Case Robert S. Thurston M. A. Mulrony | Katz Thesaurus TP, INS |
| LIHUE KAUAI..... | KTOH | 1490 | 250 | Garden Island Pub. Co. Ltd. Lihue, T. H. 261 | | C. J. Fern C. J. Fern C. B. Taylor | Ray F. Sasaki Carol Albao Jack Wada | Blair Standard |

PUERTO RICO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsr. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|---------------|-------------------------------|-------------------------|---------------------|--|---------|---|---|--|
| ARECIBO..... | WKVM (Construction permit) | 1230 | 250 | American Colonial Bestg. Corp. | | | | |
| MAYAGUEZ..... | WPRA | 990 | 5,000-LS 1,000-N | Puerto Rico Advertising Co. Box 869 269 | | Andres Camara Andres Camara Maria Alvarez | Alice Moreda Ralph P. Perry | TP |
| PONCE..... | WPAB | 1370 | 1,000 | Portorican-American Bestg. Co. Inc. Leon St. 18 783 | | Pedro Juan Serralles Miguel Soltero Palermo Anton Miro | Domingo Colon Suris Jose M. Sepulveda | |
| PONCE..... | WPRP | 1420 | 250 | Julio M. Conesa | | | | |
| SAN JUAN..... | WIAC | 580 | 5,000 | Radio Station WIAC | | | | Standard |
| SAN JUAN..... | WKAQ | 620 | 5,000 | Radio Corp. of Porto Rico Box 1746 2014 | CBS | Leonard Jacob II Edward J. Powell Jose C. Irizarry | Manuel Ochos Edward J. Powell Angel P. del Valle | Associated TP |
| SAN JUAN..... | WNEL | 1320 | 5,000 | Juan Piza | | | | |

Farnsworth engineers.

AT YOUR SERVICE



• WRITE FOR A COPY OF
"The Story of Electronic Television"
— a new brochure for which you'll
have many uses.

FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.

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.

Directory of BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night

LS—Operates to Local Sunset

BUP—British United Press

PN—Press News, Radio Subsidiary of Canadian Press

TP—Transradio Press

(Affiliated with Associated Press)

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|---------------|---|--|---|
| CALGARY..... | CFAC | 960 | 5,000 | Southam Co. Ltd. Southam Bldg. Renfrew 1086 | CBC Foothills | Harold R. Carson A. M. Cairns F. R. Shaw | Geoffrey Waddington F. P. Schofield E. C. Connor | Weed All-Canada Associated Thesaurus World PN, BUP |
| CALGARY..... | CFCN | 1010 | 10,000 | Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161 | Dominion | H. G. Love H. G. Love E. H. McGuire | Ed Maloney Bob Lamb | Wilson Stovin Radio Represent- atives Standard Lang-Worth UP, PN, BUP, TP |
| CALGARY..... | CJCJ | 1230 | 100 | Albertan Pub. Co. Ltd. 120 7th Ave. W. Main 9966 | | G. Maxwell Bell D. H. Mackay | | Radio Represent- atives McGillvra BUP |
| EDMONTON..... | CFRN | 1260 | 5,000 | Sunwapta Broadcasting Co. C.P.R. Bldg. 22101 | Dominion | G. R. A. Rice G. R. A. Rice A. J. Hoppe | G. M. Reid G. M. Reid F. G. Makepeace | Radio Represent- atives Wilson Standard Lang-Worth BUP |
| EDMONTON..... | CJCA | 930 | 5,000 | Edmonton Journal Dirks Bldg. 2-6131 | Trans-Canada | Edmonton Journal Gordon S. Henry Rolfe L. Barnes | Dalton Elton Thomas A. Sbandro Gordon Shillabeer | Weed All-Canada Thesaurus World PN |
| EDMONTON..... | *CKUA | 580 | 1,000 | University of Alberta University of Alberta campus 3-2233 | | University of Alberta J. B. McRae | J. B. McRae Roy Usher | |
| GRANDE PRAIRIE.. | CFGP | 1350 | 1,000 | Northern Broadcasting Corp. Ltd. Grande Prairie 153 | CBC | C. L. Berry C. L. Berry C. L. Berry | G. H. Cummings G. H. Cummings Gordon L. Sadler | All-Canada Weed United BUP |
| LETHBRIDGE..... | CJOC | 1060 | 5,000 | Lethbridge Broadcasting Ltd. Marquis Hotel 3161 | Trans-Canada | W. Watson Norman Botterill John L. Sayers | Cameron A. Perry Lewis R. Roskin John C. Stewart | Weed All-Canada Thesaurus Lang-Worth PN |
| MEDICINE HAT.... | *CJMH | 1490 | 100 | J. H. Yuill | | | | |

BRITISH COLUMBIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|--------------------|--------------|-------------------------|----------------|--|--------------|---|---|---|
| CHILLIWACK..... | CHWK | 1340 | 100 | Chilliwack Bcstg. Co. Ltd. 16 Wellington Ave. 6106 | Dominion | Casey Wells Jack Pilling Jack Pilling | W. G. Teetsel Jack Pilling Frederick Jennings | All-Canada United |
| KAMLOOPS..... | CFJC | 910 | 1,000 | Kamloops Sentinel Ltd. 310 St. Paul St. 1021 | Trans-Canada | Ralph E. White Ian Clark Ian Clark | Walter Harwood Jack Carbutt Dave Sharp | All-Canada Weed |
| KELOWNA..... | CKOV | 630 | 6,000 | Okanagan Broadcasters Ltd. Mill Avenue 200 | Trans-Canada | J. W. B. Browne J. W. B. Browne Hume A. Lethbridge | Hume A. Lethbridge Hume A. Lethbridge James Browne Junior | Weed All-Canada Thesaurus Lang-Worth PN |
| NELSON..... | CKLN | 1240 | 250 | News Publishing Co. Ltd. Box 260 19 | | J. B. Stark Joan Orr | | Stovin Baldwin Standard |
| NEW WESTMINSTER... | CKNW | 1230 | 250 | International Bcstg. Co. Ltd. Hotel Windsor NW 3000 | | William Rea Jr. William Rea Jr. David Armstrong | William Fox Ferdy Baglo Ross McIntyre | Radio Represent- atives World BUP |
| PORT ALBERN.... | CKPA | 1240 | 250 | Neal Jordan | | Neal Jordan | | |
| PRINCE RUPERT... | CFPR | 1240 | 50 | Northwest Bcst. & Service Co. Ltd. Canadian Broadcasting Corp. 336 Second Ave. | Trans-Canada | CBC—Dr. A. Frigon C. H. Insulander E. A. Weir | C. H. Insulander C. H. Insulander | CBC Stovin BUP, PN |
| TRAIL..... | CJAT | 610 | 5,000 | Kootenay Bcstg. Co. Ltd. 815 Victoria St. 737 | Trans-Canada | B. A. Stimmel Eric C. Ayles Norman A. Harrod | Frank Meade Norman A. Harrod Frank E. Fleming | Weed All-Canada Thesaurus |
| VANCOUVER..... | CBR | 1130 | 5,000 | Canadian Broadcasting Corp. Hotel Vancouver Marine 6121 | Trans-Canada | CBC—Dr. A. Frigon Ira Dilworth E. A. Weir | Kenneth Cople Basil Hilton | CBC PN |
| VANCOUVER..... | CJOR | 600 | 6,000 | CJOR Ltd. 846 Howe St. Marine 6464 | Dominion | G. C. Chandler G. C. Chandler D. E. Laws | Ross Mortimer Dorwin Baird | Young Stovin United Thesaurus PN, BUP |

CBC

COVERS



CANADA

DOMINION NETWORK

(ENGLISH)
29 STATIONS
in the
Maritime, Ontario,
Prairie and British
Columbia Regions

QUEBEC NETWORK

(FRENCH)
Available with
either the Dominion
or Trans-Canada
Network

TRANS-CANADA NETWORK

(ENGLISH)
23 STATIONS
in the
Maritime, Ontario,
Prairie and British
Columbia Regions



Canada's markets from coast to coast are covered by two major CBC Networks. For full information, available times, rates, etc., on the Dominion, Quebec and Trans-Canada Networks, write to

Commercial Department

55 York Street, Toronto

1231 St. Catherine St. West, Montreal

CANADIAN BROADCASTING CORPORATION

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

BRITISH COLUMBIA—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|--|----------------|---|---|--|
| VANCOUVER..... | CKMO | 1410 | 100 | British Columbia Bestg. System Ltd. 812 Robson St. Marine 1271 | | Mrs. R. J. Sprott R. Wright | | Wilson Radio Represent- atives BUP |
| VANCOUVER..... | CKWX | 980 | 5,000 | Western Broadcasting Co. Ltd. 548 Seymour St. Marine 8344 | MBS Pacific | Arthur Holstead Frank H. Elphicke John N. Hunt | Stuard Mackay Ralph I. Crotty Gordon Fairweather | Weed All-Canada World Lang-Worth PN, BUP |
| VICTORIA..... | CJVI | 1480 | 5,000 | Island Broadcasting Co. Ltd. 630 View St. Garden 2014 | Dominion | H. R. Carson M. V. Chesnut Lee Hallberg | Dick Batey Isabel Stewart Joe Sommers | Weed All Canada Thesaurus PN |

MANITOBA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|---|--------------|---|---|--|
| BRANDON..... | CKX | 1150 | 1,000 | Manitoba Telephone System Eighth St. & Princess Ave. 4582 | Dominion | J. E. Lowey W. F. Seller W. T. Grigg | Eric Davies Eric Davies C. E. R. Collins | Stovin Thesaurus BUP |
| FLIN FLON..... | CFAR | 1280 | 250 | Arctic Radio Corp. Ltd. Box 806 290 | CBC | J. Mundie G. B. Quinney | | Stovin McGillvra TP |
| WINNIPEG..... | CJGX | | | (See Yorkton Sask.) | | | | |
| WINNIPEG..... | CKRC | 630 | 5,000 | Transcanada Communications Ltd. 300 Carlton St. 92-266 | Dominion | Victor Sifton G. Gsetz W. J. Holden | J. D. Kemp B. Parenteau A. W. Hooper | Weed All-Canada Lang-Worth World Standard PN, BUP |
| WINNIPEG..... | CKY | 990 | 15,000 | Manitoba Telephone System Winnipeg 92-191 | Trans-Canada | William H. Backhouse A. J. Messner | R. Herb Roberts D. R. P. Coats William A. Duffield | Stovin McGillvra Thesaurus BUP |

NEW BRUNSWICK

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdag. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|----------------|---|--------------|---|---|--|
| CAMPBELLTON..... | CKNB | 950 | 5,000 | Restigouche Bestg. Co. Ltd. Box 840 8 | Dominion | Dr. Charles H. Houde Stan Chapman | L. P. Paquet | All-Canada All-Canada Pro- gramme |
| EDMUNDSTON..... | CJEM | 1240 | 250 | Edmundston Radio Limited 99 Canada Rd. 296 | | Edmundston Radio Ltd. J. D. Boudreau J. G. Cartier | J. R. McGough | Stovin PN |
| FREDERICTON..... | CFNB | 550 | 5,000 | James S. Neill & Sons Ltd. Fredericton 209 | Trans-Canada | John Neill J. Stewart Neill J. Stewart Neill | G. B. Cassidy | Weed All-Canada Thesaurus BUP |
| MONCTON..... | CKCW | 1400 | 5,000 | Moncton Bestg. Co. Ltd. Knights of Pythias Hall 3388 | Dominion | Major J. L. Black F. A. Lynds F. A. Lynds | Earl McCarron A. J. White | Stovin McGillvra World Lang-Worth BUP |
| SACKVILLE..... | CBA | 1070 | 50,000 | Canadian Broadcasting Corp. United Service Bldg., Halifax, N. S. 3-6188 | Trans-Canada | CBC—Dr. Augustin Frigon George R. Young E. A. Weir | George Young H. M. Smith | CBC BUP, PN |
| ST. JOHN..... | CHSJ | 1150 | 5,000 | New Brunswick Bestg. Co. Ltd. 14 Church St. 3-2307 | Trans-Canada | Les Bewick L. C. Rudolf George Cromwell | Willard King George Cromwell J. G. Bishop | Stovin McGillvra World PN |

We Aim to Serve Canadian Radio

Adam J. Young INCORPORATED

"PN"

CANADA'S RADIO NEWS SERVICE

More Than 5000 Miles of Leased Wires
Carry Teletyped News and Features
To 41 * Canadian Stations

Radio-Styled News by Radio-Trained Writers

From Three Great News Services

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

PRESS NEWS

METROPOLITAN BUILDING

TORONTO

* 41 and more coming

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

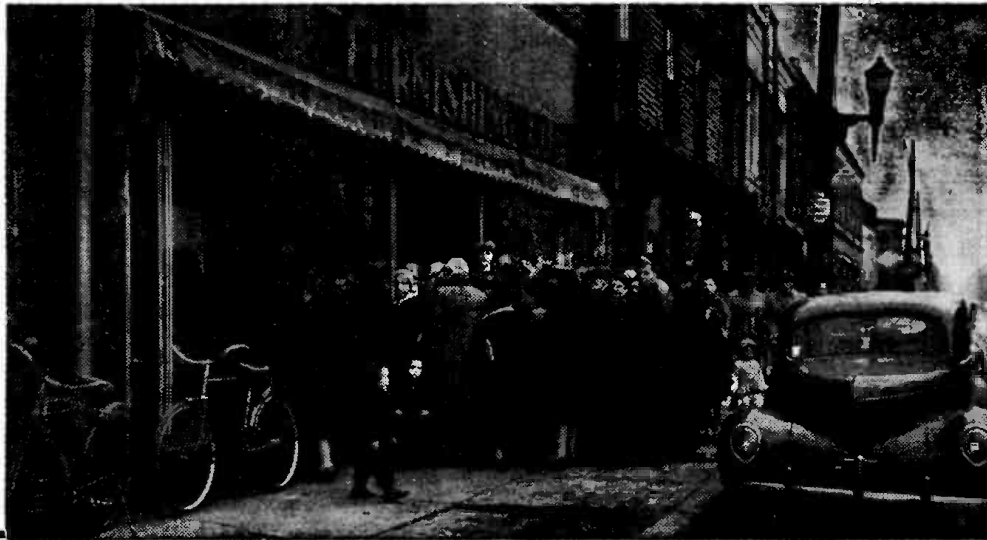
N—Night.

LS—Operates to Local Sunset.

NOVA SCOTIA

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------|--------------|-------------------------|----------------|--|--------------|--|---|---|
| ANTIGONISH | CJFX | 580 | 5,000 | Atlantic Broadcasters Ltd. Broadcasting Bldg. 66 | Dominion | Atlantic Broadcasters Ltd. J. Clyde Nunn J. Clyde Nunn | T. C. Robertson Daniel L. Gallivan Gordon MacDougall | Alexander United PN |
| HALIFAX | CBH | 1240 | 100 | Canadian Broadcasting Corp. United Service Bldg. 3-6188 | Trans-Canada | CBC—Dr. Augustin Frigon George Young E. A. Weir | George Young L. A. Canning | CBC BUP, PN |
| HALIFAX | CHNS | 960 | 1,000 | Maritime Broadcasting Co. Ltd. Broadcasting House 3-8318 | Dominion | Andrew W. Robb Major Wm. C. Borrett Harry Stephen | William Strickland Frank Brennan Arthur W. Greig | All-Canada Weed Thesaurus Lang-Worth World PN, BUP |
| HALIFAX | CJCH | 1320 | 1,000 | Chronicle Company Ltd. Lord Nelson Hotel 3-7311 | | Chronicle Company Ltd. Leslie Choyce J. M. Humphreys A. J. Cunningham | A. J. Cunningham A. MacWilliams | McGillvra Nat'l. Broadcast Sales World PN |
| SYDNEY | CJCB | 1270 | 5,000 | Eastern Broadcasters Ltd. Radio Bldg. 209 | Trans-Canada | N. Nathanson N. Nathanson M. Grant | Lloyd McInnis Charles MacDougall A. Vernon | All-Canada Weed Thesaurus United PN |
| WINDSOR | CFAB | 1460 | 100 | Avard M. Bishop | | Avard M. Bishop | | |
| YARMOUTH | CJLS | 1340 | 100 | Gateway Broadcasting Co. Radio Bldg. 500 | Dominion | Laurie L. Smith Laurie L. Smith Laurie L. Smith | Ernest LeRoy Mabey Donald L. Smith | All-Canada Weed PN |

CHNS



CHNS
SHORT WAVE

**No! It's not murder!!...
and that's not blood on the sidewalk!!**

This crowd is waiting to get tickets for "NAME IT 'N TAKE IT," one of the live shows sponsored on CHNS by a local Furniture Firm. This is only one of many reasons why CHNS continues to "pull 'em in." On January 1, we drop Trans-Canada, and take on Dominion Network. So, if you want any time on a "fine Station in a fine market," write or wire:

The Maritime Broadcasting Co.

Broadcasting House, Halifax, N. S.

Jos. Weed & Co.,
350 Madison Ave.,
New York

or

All Canada Radio Facilities,
Dominion Square Bldg., Montreal
Victory Building, Toronto

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*--Non-Commercial Stations.

N--Night.

LS--Operates to Local Sunset.

ONTARIO

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Tranac. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|--------------|---|---|--|
| ERANTFORD..... | CKPC | 1380 | 100 | Telephone City Broadcast Ltd. 49 Colborne St. 626 | | Mrs. J. D. Buchanan Mrs. J. D. Buchanan Jess Jaffray | Tom Potter Jess Jaffray Albert Teague | Alexander World United BUP |
| BROCKVILLE..... | CFBR | 1450 | 100 | J. C. Whitby Fulford Bldg. 4628 | Dominion | J. C. Whitby J. C. Whitby Helen M. Everetts | Louise Campton L. B. Cohan G. W. Andrews | McGillvra Stovin Standard |
| CHATHAM..... | CFCO | 630 | 100 | John Beardall Box 275 2626 | Dominion | John Beardall John Beardall Peter A. Kirkey | Peter A. Kirkey Peter A. Kirkey Gordon D. Brooks | BUP |
| CORNWALL..... | CKSF | 1230 | 250 | Standard-Freshholder, Ltd. 36 Pitt St. 1700 | | H. D. Wightman H. Harrison Flint | Mahlon Clark | Stovin World PN |
| FORT FRANCES..... | CKFI | 1340 | 250 | Broadcasting Station CKFI 240 Scott St. 200 | | J. M. Reid G. E. Tonkin G. Prest | J. McLaren T. Van Ness | All-Canada BUP |
| FORT WILLIAM..... | CKPR | 580 | 5,000 | Dougall Motor Car Co. Ltd. S. May St. South 315 | Trans-Canada | H. F. Dougall J. Basil Scully | T. Ross | Wilson Radio Represent- atives Thesaurus PN |
| HAMILTON..... | CHML | 900 | 5,000 | Maple Leaf Bestg. Co. Ltd. 36 James St. S. 7-1695 | | Kenneth D. Soble Claude Cain J. Reg Beattie | Tom Darling Ed Stock Bill Crawford | Stovin McGillvra Standard Associated United PN, BUP |
| HAMILTON..... | CKOC | 1150 | 5,000 | Wentworth Radio Bestg. Co. Ltd. 32 John St. N. 7-4484 | | H. R. Carson W. T. Cranston W. M. Guild | J. L. Potts Ellis Sharp Leslie Horton | Weed All-Canada Thesaurus World Lang-Worth BUP |
| KENORA..... | CJRL | 1220 | 1,000 | Kenora Broadcasting Co. Ltd. Kenricia Hotel 717 | Dominion | Howard Clark Howard Clark | Murray Cooke Stephen Hurley Gorden Sands | Stovin McGillvra United PN |

CJBC

KEY STATION OF THE DOMINION NETWORK

An increase of power to 5000 watts gives effective coverage to 100,000 additional radio homes in Toronto and area.

The best network affiliations, programs and promotions are creating more regular CJBC listeners.

TORONTO AFFILIATE OF THE BLUE NETWORK

NOW 5000 Watts

TORONTO



RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live Independent Radio Stations. Their keynote—and ours—is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN AND COMPANY

Radio Station Representatives

Montreal • Toronto • Winnipeg

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|------------------|--------------|-------------------------|---|--|--------------|---|---|---|
| KINGSTON..... | *CFRC | 1490 | 100 | Queen's University Fleming Hall | | Queen's University | | |
| KINGSTON..... | CKWS | 960 | 5,000 | Allied Broadcasting Corp. Ltd. 305 King St. 4405 | Trans-Canada | Senator W. Rupert Davies Jack M. Davidson Harry M. Edgar | Charles Millar Jack M. Davidson George McCurdy | Nat'l Broadcast Sales Weed Thesaurus Lang-Worth PN |
| KIRKLAND LAKE... | CJKL | 560 | 5,000 | No. Broadcasting & Publishing Ltd. Government Road West 27 | Trans-Canada | R. H. Thomson C. L. Chambers | Tom Rafferty Tom Rafferty Tom Watson | Weed Nat'l Broadcast Sales Thesaurus Lang-Worth PN |
| KITCHENER..... | CKCR | 1490 | 5,000 (Provided a suitable frequency can be found) | K. W. Broadcasting Co. Waterloo Trust Bldg. 2-1246 | | {W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle | Gordon Shaw Ion Hartman | Wright PN |
| LONDON..... | CFPL | 1570 | 5,000 | London Free Press Ptg. Co. 442 Richmond St. Metcalfe 5200 | Dominion | W. J. Blackburn Philip Morris Philip Morris | Philip Morris J. Warder | Stovin McGillvra Thesaurus PN |
| NORTH BAY..... | CFCH | 600 | 5,000 | No. Broadcasting & Publishing Ltd. 37 Main St. East 2400 | Trans-Canada | Roy H. Thomson C. O. Pickrem K. Packer | Phil Clayton Tom Rafferty John W. Barnaby | Weed Nat'l Broadcast Sales Lang-Worth Thesaurus PN |
| OTTAWA..... | CBO | 910 | 1,000 | Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151 | Trans-Canada | CBC—Dr. A. Frigon C. P. Wright E. A. Weir | C. P. Wright Max Gilbert | CBC BUP, PN |
| OTTAWA..... | CKCO | 1310 | 1,000 | 272 Somerset St., W. 2-3611 | Dominion | Dr. G. M. Geldert Dr. G. M. Geldert Gerald M. Geldert | Allan de Ridder Dr. G. M. Geldert W. D. McLellan | McGillvra Wright Lang-Worth Associated BUP |
| OWEN SOUND..... | CFOS | 1400 | 250 | Grey & Bruce Bcastg. Co. Ltd. 904 Second Ave. E. 1940 | | Howard Fleming William N. Hawkins William N. Hawkins | William N. Hawkins William Vallins | McGillvra Stovin World PN |

Get the facts from ALL-CANADA!

HUNDREDS of advertisers and agencies regularly depend on All-Canada for accurate, organized, up-to-the-minute facts on Canadian radio markets.

This information service—based on regular reports from All-Canada's 29 stations in key markets across Canada—is your guide to opportunities in Canada's war-time and post-war markets. Let All-Canada help you cover Canada's vast areas effectively and economically. Consult your agency or write:



REPRESENTING THESE LEADING STATIONS

BRITISH COLUMBIA

Kamloops..... CFJC
Kelowna..... CKOV
Trail..... CJAT
Vancouver..... CKWX
Victoria..... CJVI
Chilliwack..... CHWK

ALBERTA

Calgary..... CFAC
Edmonton..... CJCA
Grande Prairie... CFGP
Lethbridge..... CJOC

SASKATCHEWAN

Moose Jaw..... CHAB
Prince Albert.... CKBI
Regina..... CKCK
Regina..... CKRM

MANITOBA

Winnipeg..... CKRC

ONTARIO

Hamilton..... CKOC
Stratford..... CJCS
Sudbury..... CKSO
Toronto..... CFRB
Fort Frances.... CKFI

QUEBEC

Montreal..... CFCF
New Carlisle.... CHNC

MARITIMES

Campbellton.... CKNB
Charlottetown... CFCY
Fredericton..... CFNB
Halifax..... CHNS
Sydney..... CJCB
Yarmouth..... CJLS

NEWFOUNDLAND

St. John's..... VONF



ALL-CANADA RADIO FACILITIES

Limited

MONTREAL

TORONTO

WINNIPEG

CALGARY

VANCOUVER

U.S.A. Representative: WEED AND COMPANY

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|--|--------------|---|---|---|
| FARRY SOUND..... | CHPS | 1450 | 250 | Gordon E. Smith 47 A. James St. 700 | | Gordon E. Smith Gordon E. Smith Gordon E. Smith | Harold W. Vaughan D. E. Gray L. Croutch | Stovin PN |
| PEMBROKE..... | CHOV | 1840 | 250 | Ottawa Valley Bestg. Co. Ltd. 97 Albert St. 430 | Dominion | D. A. Jones E. G. Archibald E. G. Archibald | Isobel Graham Sam Panke | Stovin McGillvra Thesaurus BUP |
| PETERBOROUGH... | CHEX | 1430 | 5,000 | Peterborough Broadcasting Co. Ltd. 115 Water St. 4641 | Dominion | Senator Rupert Davies Hal E. Cooke E. L. Jones | Karl E. Monk Harry McLay Albert Crump | Weed Nat'l Broadcast Sales Thesaurus Lang-Worth PN |
| PORT ARTHUR..... | CFPA | 1230 | 250 | Ralph H. Parker Public Utilities Bldg. North 315 | Dominion | Ralph H. Parker Ralph H. Parker | | Nat'l Broadcast Sales Standard |
| SAULT STE. MARIE. | CJIC | 1490 | 250 | J. G. Hyland Box 504 8500 | | J. G. Hyland J. G. Hyland J. G. Hyland | C. V. Godwin V. Haft F. J. McDiarmid | Alexander Thesaurus World PN |
| ST. CATHARINES... | CKTB | 1550 | 5,000 | Niagara District Bestg. Co. Ltd. 12 Yates St. 8900 | | Capt. W. B. C. Burgoyne Marion Hallett | William H. Allen | Alexander McGillvra United BUP |
| STRATFORD..... | CJCS | 1240 | 50 | F. M. Squires 23 Albert St. 1675 | | F. M. Squires S. E. Tapley S. E. Tapley | C. W. Trethewey G. Pomeroy George Hildebrand | Weed All-Canada United BUP |
| SUDBURY..... | CKSO | 790 | 1,000 | W. E. Mason 21 Elgin St. 77-505 | Trans-Canada | W. E. Mason Don McGill Don McGill | Don McGill James McRae | Weed All-Canada World Thesaurus BUP |
| TIMMINS..... | CKGB | 1470 | 5,000 | No. Broadcasting & Publishing Ltd. Thomson Bldg. 1500 | Trans-Canada | Roy H. Thomson H. C. Freeman Alan Huggins | H. H. Flint E. D. Mott | Weed Nat'l Broadcast Sales Lang-Worth Thesaurus PN |

**IF WE WERE
AN
ADVERTISER**



... we'd plan, right now, to go after a good slice of Detroit Area business ... with the help of CKLW. We'd remember that this station's a live wire ... with 5,000 watts at 800 kc., a cinch to give out the largest concentrated coverage in this region ... by the yardstick of results per-dollar-cost! We'd begin making schedules, and commitments now ... even though time is scarce ... so when an availability occurs, we'd be there ... on a station that's going places in a great market!

Union Guardian Bldg., Detroit

*J. H. McGillvra, Inc.
Representative*



**5,000 WATTS
DAY and NIGHT
800 Kc.**

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

★

**There's a new station in
TORONTO, CANADA**

★

Be sure to get the dope on CHUM, Mr. Time-Buyer—and put "The Friendly Station" down on your schedules!

CHUM is a 1,000 Watt Community Station, offering you eco-nomical coverage of Canada's largest market.

★

CHUM

★

The Friendly Station

★

21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:

ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO
RADIO REPRESENTATIVES LIMITED • MONTREAL

1945 Yearbook Number • Page 185

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

LS—Operates to Local Sunset.

ONTARIO—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|----------------|--------------|-------------------------|----------------|---|---------------------|---|---|---|
| TORONTO..... | CBL | 740 | 50,000 | Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411 | NBC Trans-Canada | CBC—Dr. Augustin Frigon D. Claringbull E. A. Weir | D. Claringbull Howard Hilliard | CBC BUP, PN |
| TORONTO..... | CFRB | 860 | 10,000 | Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515 | CBS | Harry Sedgwick E. Lloyd Moore | Wes McKnight John L. Sharpe | McGillvra All-Canada Thesaurus Associated Lang-Worth PN, BUP |
| TORONTO..... | CHUM | 1050 | 1,000 | York Broadcasters Ltd. 21 Dundas Square Elgin 5018 | | R. T. Fulford A. E. Leary A. E. Leary | E. Miles Aural Bolsvert | Young Radio Reps BUP |
| TORONTO 4..... | CJBC | 1010 | 5,000(DA) | Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411 | Dominion Blue | CBC—Dr. Augustin Frigon S. W. Caldwell E. A. Weir | S. W. Caldwell Howard Hilliard | CBC Lang-Worth BUP, CP |
| TORONTO..... | CKEY | 580 | 5,000 | Toronto Broadcasting Co. Ltd. 444 University Ave. Waverley 3881 | | Jack K. Cooke Jack K. Cooke Dan Carr | Donald Inaley Ken Campbell Ernest O. Swan | Nat'l Broadcast Sales Weed Standard Lang-Worth World PN |
| WINDSOR..... | CKLW | 900 | 5,000 | Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1185 | MBS | Malcolm G. Campbell J. E. Campeau Richard E. Jones | John Gordon Barbara MacFarland W. J. Carter | Stovin Young Thesaurus United World UP, PN, BUP |
| WINGHAM..... | CKNX | 920 | 1,000 | W. T. Cruickshank Wingham 158 | | W. T. Cruickshank W. T. Cruickshank Frank Johnson | Frank Johnson J. R. Brent Cliff Bowers | Alexander Thesaurus BUP |

PRINCE EDWARD ISLAND

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|--|----------------------|---|---|--|
| CHARLOTTETOWN.. | CFCY | 630 | 5,000 | Island Radio Bcstg. Co. Ltd. Broadcasting Centre 741 | Dominion Maritime | Lt. Col. K. S. Rogers L. A. McDonald | L. A. McDonald Robert F. Large | All-Canada Weed World Standard Lang-Worth PN, BUP |
| SUMMERSIDE..... | CHGS | 1480 | 100 | R. T. Holman Ltd. 180 Water St. 133 | CBC | H. G. Holman R. L. Mollison A. A. Nicholson | A. A. Nicholson A. McKee | Radio Represent- atives |

QUEBEC

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdsq. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-----------------|--------------|-------------------------|----------------|---|---------------------|--|---|---|
| AMOS..... | CHAD | 1340 | 250 | Radio Rouyn-Abitibi Limitee Rellly Bldg. Rouyn 1400 | Quebec | (Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson | Herbert Arlow George H. Pope | Nat'l Broadcast Sales Weed PN |
| CHICOUTIMI..... | CBJ | 1580 | 1,000 | Canadian Broadcasting Corp. 286A Racine St. 155 | Quebec | CBC—Dr. Augustin Frigon Vilmond Fortin | Vilmond Fortin L. L'Allier | CBC BUP PN |
| HULL..... | CKCH | 1240 | 250 | La Compagnie de Radiodiffusion CKCH Le Droit Ltd. 85 Champlain Ave. 2-1701 | Quebec | R. Benoit | | Wilson Radio Represent- atives |
| MONTREAL..... | CBF | 690 | 50,000 | Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021 | NBC Quebec | CBC—Dr. Augustin Frigon Omer Renaud | Omer Renaud E. D. Roberts | CBC BUP, PN |
| MONTREAL..... | CBM | 940 | 5,000 | Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021 | NBC Trans-Canada | CBC—Dr. Augustin Frigon Omer Renaud | Omer Renaud E. D. Roberts | CBC BUP, PN |
| MONTREAL..... | CFCF | 600 | 500 | Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577 | Dominion Blue | R. M. Brophy James A. Shaw P. E. Hiltz | H. H. Hewatson E. H. Smith J. G. Gettenby | Weed All-Canada Thesaurus PN, BUP |
| MONTREAL 2..... | CHLP | 1490 | 250 | La Patrie Pub. Co. Ltd. Sun Life Bldg. Plateau 5225 | | Hon. P. R. DuTremblay Marcel Lefebvre Marcel Lefebvre | Marcel Lefebvre Marcel Lefebvre Alphonse Cloutier | McGillvra Alexander Standard PN, BUP |
| MONTREAL..... | CKAC | 730 | 5,000 | La Compagnie de Pub. La Presse Ltée 980 St. Catherine St. W. Marquette 3611 | CBS | Hon. P. R. DuTremblay Phil. Lalonde Louis Leprohon | Paul-Emile Corbeil Andre Daveluy Leonard Spencer | McGillvra Wright World Lang-Worth United PN, BUP |



Welcome to Quebec!

And the rich Quebec Market!

SINCE pioneering days in radio CKAC has reflected the thought and true idiom of French Canada. And today it is the authentic voice of this great \$600,000,000 market. French Canadian families listen to their radios in a ratio of 3 to 2 compared with their English speaking compatriots. Your entrée to Jean-Baptiste's family circle is through CKAC, the station which commands the family audience of French Quebec, night after night throughout the year.

Monthly listenership surveys confirm the overwhelming family preference for CKAC programs.

CKAC

Columbia Broadcasting System
Montreal

Representatives

Canada: C. W. Wright, Victory Building, Toronto, Ontario

United States: . . Adam J. Young, Jr., Inc.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations.

N—Night.

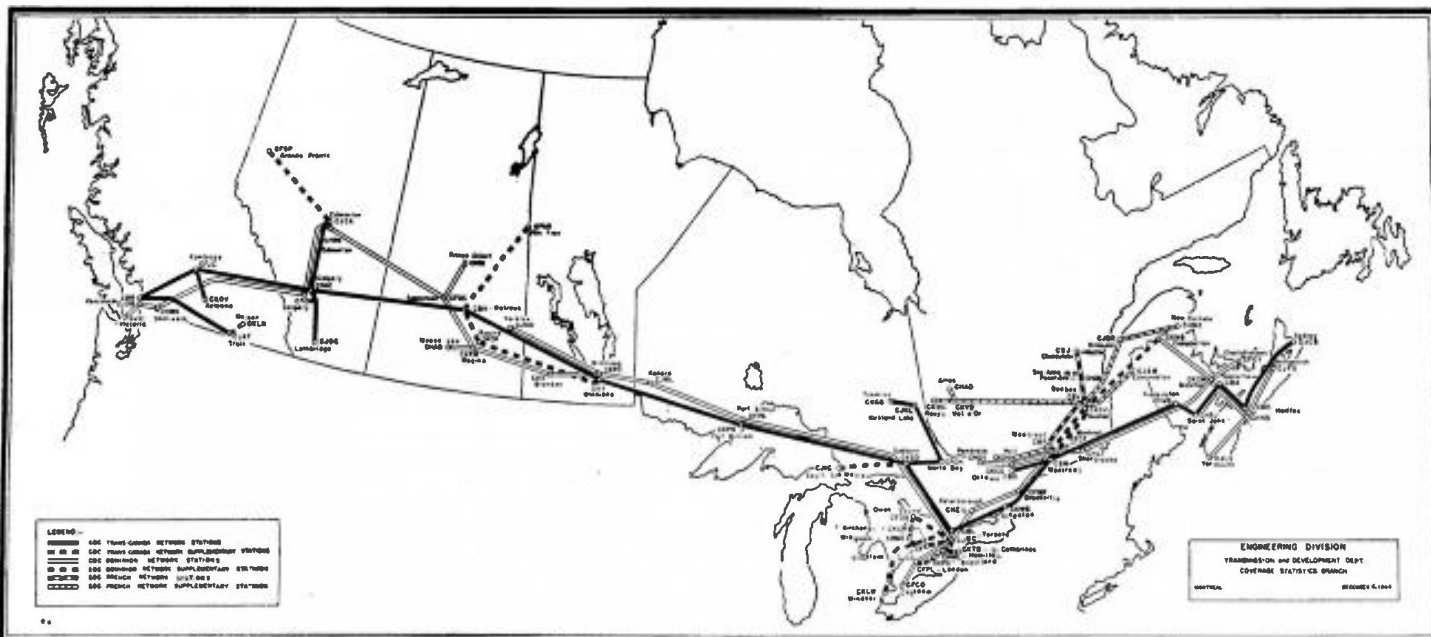
LS—Operates to Local Sunset.

QUEBEC—(Continued)

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------------------|--------------|-------------------------|----------------|--|----------|--|---|---|
| NEW CARLISLE..... | CHNC | 610 | 5,000 | Gaspesia Radio Bestg. Co. Ltd. Main St. 38 | Quebec | Dr. Charles Dumont Dr. Charles Houde Viateur Bernard | Viateur Bernard | McGillvra All-Canada World |
| QUEBEC CITY..... | CBV | 980 | 1,000 | Canadian Broadcasting Corp. Palais Montcalm | Quebec | CBC—Dr. Augustin Frigon Maurice Valliquette | Maurice Valliquette L. L'Allier | CBC CP BUP |
| QUEBEC CITY..... | CHRC | 800 | 5,000 | CHRC Ltee. 11 Buade St. 2-8177 | | Major Herve Baribeau J. N. Thivierge | A. Pelletier J. A. Hardy Arsene Nadeau | Young Lang-Worth UP, BUP |
| QUEBEC CITY..... | CKCV | 1340 | 100 | CKCV Ltd. 142 St. John St. 2-1585 | | J. Herve Baribeau Paul LePage Lucien A. Bernier | Leon Lachance Paul LePage (Albert Duberger Marcel Belanger | Radio Represent- atives World PN |
| RIMOUSKI..... | CJBR | 900 | 5,000 | Central Public Service Corp. Ltd. 1 St. John St. 396 | Quebec | J. A. Brilliant G. A. Lavoie | F. C. Doak | Stovin McGillvra |
| ROLYN..... | CKRN | 1400 | 250 | Radio Rouyn-Abitibi Limitee Reilly Bldg. 1400 | Quebec | (Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson | Herbert Arlow George H. Pope | Nat'l Broadcast Sales Thesaurus PN |
| SHERBROOKE..... | CHLT | 1240 | 250 | La Tribune Ltd. 3 Marquette St. | Dominion | A. Gauthier | | Wilson Radio Represent- atives Thesaurus PN |
| SOREL..... | CJSO | 1400 | 100 | Henri Gendron & Arthur Prevost Sorel | | (Arthur Prevost Henri Gendron | | Radio Represent- atives |
| STE. ANNE DE LA POCATIONNE | CHGB | 1230 | 250 | G. Thomas Desjardins Ste. Anne de la Pocatiere 20 | Quebec | G. T. Desjardins J. A. Dube G. T. Desjardins | Jacques Raymond Antoine Freve G. T. Desjardins | Nat'l Broadcast Sales World |
| THREE RIVERS..... | CHLN | 1450 | 250 | Le Nouvelliste Ltd. Hotel Chateau de Blois | | L. Trepanier | | Radio Represent- atives |
| VAL D'OR..... | CKVD | 1230 | 100 | Radio Rouyn-Abitibi Limitee Reilly Bldg., Rouyn 1400 | Quebec | (Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson | Herbert Arlow George H. Pope | Nat'l Broadcast Sales PN |

SASKATCHEWAN

| City | Call Letters | Frequency in Kilocycles | Power in Watts | Name of Licensee Headquarters Address Telephone Number | Network | Chief Owner or Executive General Manager Commercial Manager | Program Director Mdg. or Promotion Mgr. Chief Engineer | Representatives Transc. Library News Service |
|-------------------|--------------|-------------------------|----------------|---|--------------|---|--|--|
| MOOSE JAW..... | CHAB | 800 | 5,000 | CHAB Ltd. Grant Hall Hotel 2384 | Dominion | A. E. Jacobson H. C. Buchanan Graham Henderson | J. S. Boyling Eileen Bradley M. Pickford | All-Canada Weed Lang-Worth United BUP |
| PRINCE ALBERT.... | CKBI | 900 | 5,000 | Central Bestg. System Ltd. Sanderson Block 2621 | Dominion | Lloyd E. Moffat G. M. Prest | George Kergan Mary Davidson Tom Van Nes | Weed All-Canada Thesaurus BUP |
| REGINA..... | CKCK | 620 | 5,000 | The Regina Leader Post 1853 Hamilton St. 8525 | | Victor A. Sifton Harold A. Crittenden Robert J. Buss | Wilfred E. Collier Jack MacMurphy Ernest A. Strong | All-Canada Weed Standard Thesaurus PN |
| REGINA..... | CKRM | 980 | 5,000 | Transcanada Communications Ltd. Fidelity Life Building 7631 | Dominion | Victor Sifton Wm. A. Speers B. M. Pirie | Fred Laight Chas. Cook Wm. McDonald | All-Canada McGillvra World Lang-Worth PN |
| SASKATOON..... | CFQC | 600 | 5,000 | A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282 | | A. A. Murphy Vernon Dallin Vernon Dallin | Wilfred Gilbey George Hanson | Radio Represent- atives Wilson Thesaurus Standard Lang-Worth BUP Stovin |
| WATROUS..... | CBK | 540 | 50,000 | Canadian Broadcasting Corp. Manitoba Telephone Bldg. 9-7261 | Trans-Canada | CBC—Dr. Augustin Frigon James Finlay E. A. Weir | James Finlay R. L. Punshon | CBC BUP, PN |
| YORKTON..... | CJGX | 1460 | 5,000 | Yorkton Broadcasting Co., Ltd. Smith-Mackay Bldg. 324 | Dominion | Dawson Richardson (A. L. Garside R. J. Priestly Carmen Radey | Bob Baker Art Mills | Stovin McGillvra BUP |



CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—Owned: CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJBC, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. Leased: CFPR, Prince Rupert, B. C. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp. permis-

sion only. Represented in Canada by Stovin & Wright; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont. for CHEX and CKWS, 25 King St. W., Toronto, Ont. President: Roy Thomson.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or.; CHAD, Amos. Operating as network with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in United States by Weed & Co. Headquarters: Radio Abitibi Ltd., Amos, Que.; Montreal office 320 East Rue Notre Dame.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CKRC, Winnipeg; CKRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CKRC and CKCK by Weed & Co., CKRM by Joseph Hershey McGillvra. Headquarters: Any station.

CKSO, Sudbury, Ont.—Licensed to *Sudbury Star*.

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste*, French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

CJVI, Victoria, B. C.—Affiliated (corporate) with the *Victoria Colonist*.

CKRC, Winnipeg, Man.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Winnipeg Free Press*, *Regina Leader-Post* and *Saskatoon Star-Phoenix*.



This traditional "Victoria", outside the Mount Royal Hotel, is an interesting link between Quebec Province's storied past and busy, progressive present.

Canada's Newspaper Owned Stations

- CFAC, Calgary, Alta.—Owned by *Calgary Herald*.
- CJ CJ, Calgary, Alta.—Owned by *Calgary Albertan*.
- CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.
- CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald and Mail*.
- CKCH, Hull, Que.—Owned by *LeDroit*, Ottawa.
- CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.
- CJCH, Halifax, N. S.—Owned by *Halifax Chronicle*.
- CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.
- CKWS, Kingston, Ont.—Licensed to Allied Broadcasting Co., in conjunction with the *Kingston Whip-Standard*.
- CFPL, London, Ont.—Owned by *London Free Press*.
- CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript*, *Moncton Times* and *New Brunswick Publishing*

- Co., publisher of *St. John Telegraph-Journal and Times-Globe*.
- CKAC, Montreal—Owned by *Montreal La Presse*.
- CHLP, Montreal—Owned by *Montreal La Patrie*.
- CKLN, Nelson, B. C.—Licensed to *Nelson Daily News*.
- CKSF, Cornwall, Ont.—Owned by *Standard Freeholder*.
- CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.
- CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times*.
- CHEX, Peterborough, Ont.—Affiliated (corporate) with *Peterborough Examiner*.
- CKCG and CKRM, Regina, Sask.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Regina Leader-Post*, *Winnipeg Free Press* and *Saskatoon Star-Phoenix*.
- CHLT, Sherbrooke, Que.—Licensed to *Sherbrooke La Tribune*, French language daily.
- CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal and Times-Globe*.

3 1/2 MILLION RADIO LISTENERS FORM A SPECIALIZED MARKET

Radio listenership in the Province of Quebec is higher than in any other portion of Canada. You can tell the story of your goods or services to this large audience—but you can only do so successfully if you use the right approach. Quebec has its own long-standing preferences—it is not enough to adapt or translate a program successful elsewhere. It must be a program designed especially for this market, with an understanding of its audience.

We specialize in designing and producing radio programs, in either English or French. Our long list of leading advertisers for whom we have provided "radio with results" is evidence that we can assist you.



RADIO PROGRAMME PRODUCERS
MONTREAL QUEBEC

AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES and STAFF

(Operating the BLUE Network)
 RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
 Telephone: Circle 7-5700

BOARD OF DIRECTORS

Edward J. Noble, *Chairman*
 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

OFFICERS

Edward J. Noble, *Chairman of the Board*
 Chester J. LaRoche, *Vice Chairman of the Board*
 Mark Woods, *President*
 E. R. Borroff, *Vice President*
 Keith Kiggins, *Vice President*
 Robert Kintner, *Vice President*
 C. Nicholas Priaulx, *Vice President*
 Hubbell Robinson, *Vice President*
 Charles E. Rynd, *Treasurer and Assistant Secretary*
 Anthony M. Hennig, *Assistant Treasurer*
 Alexander D. Nicol, *Controller*

DEPARTMENTS AND DIVISIONS

Advertising

Fred Smith, *Director of Advertising and Promotion*
 Ivor Kenway, *Advertising Manager*
 B. J. Hansen, *Audience Promotion Manager*
 Humboldt J. Greig, *Manager Business Development Division*
 James Bennett, *Merchandising Manager*

Controller's Office

Alexander D. Nicol, *Controller*

Engineering Department

George O. Milne, *Chief Engineer*
 Frank Marx, *Technical Advisor*
 Benjamin Adler, *Facilities Engineer*

Legal Department

Geraldine B. Zorbaugh, *Attorney*
 Clark Stover, *Attorney*

Office Management and Personnel Department

D. B. Van Houten, *Office Manager and Personnel Manager*

Program Department

Hubbell Robinson, *Vice President*
 Adrian Samels, *National Production Director*
 Stanley Joelsoff, *National Director Talent and Development*
 Charles C. Barry, *National Director Program Operations*
 Lindsay MacHarris, *Production Manager*
 Dorothy Ann Kemble, *Director of Continuity Acceptance*
 Paul Whiteman, *Director of Music*
 G. W. Johnstone, *Director of News and Special Features*
 Harrison E. Sumner, *Director of Public Service*
 Grace M. Johnson, *Director of Women's Programs*
 Harry Wamer, *Director of Sports Division*
 Stuart Buchanan, *Script Editor*
 Paul Mowrey, *Manager Television Division*
 John Turner, *Manager Program Announcement Division*
 James W. Bixler, *Night Program Manager*
 Raymond Diaz, *Supervisor of Announcers*
 Maurice Brachhausen, *Manager Sound Effects*
 Helen Guy, *Business Manager*
 Richard Banner, *Director of Library, Supervisor of Music Rights*
 Gertrude Hoffman, *Manager of Continuity Clearance*
 Norah Donovan, *Manager of Literary Rights*

Publicity Department

Earl Mullin, *Publicity Manager*
 Arthur E. Donagan, *Assistant Publicity Manager*
 Ralph J. Gleason, *Trade News Editor*

General Sales

C. P. Jaeger, *General Sales Manager*
 M. B. Grabhorn, *Assistant General Sales Manager*
 Duncan R. Buckham, *Eastern Sales Manager*
 Stanley Flornheim, *Manager Co-op Program Sales*
 Ralph Dennis, *National Spot Sales Manager*
 John Brooke, *Eastern Spot Sales Manager*
 Ludwig Bimmel, *Sales Service Manager*

International

Donald Withycomb, *Manager*

Recording

Lawrence Ruddell, *Manager*

Research Department

Edward F. Evans, *Research Manager*

Stations Department

Keith Kiggins, *Vice President*
 John H. Norton, Jr., *Station Relations Manager*
 Thomas J. Dolau, *Traffic Manager*

Treasurer's Department

Charles E. Rynd, *Treasurer*
 Anthony M. Hennig, *Assistant Treasurer*
 Henry T. Hode, Jr., *Purchasing Agent*

WJZ Management

John H. McNeil, *Manager of WJZ*
 Robert I. Garver, *Sales Manager*
 John J. Hude, *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, National Spot and Local Sales Manager*
 Cornelius O'Dea, *News Supervisor*
 R. S. Peterson, *Auditor and Business Manager*
 Gene Rouse, *Program Manager*
 Merritt R. Schoenfeld, *Assistant General Manager*
 G. W. Vernon, *Research Manager*
 M. S. Wetzel, *Production Manager*
 Robert White, *Public Service Supervisor*

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard, Hollywood California
 Telephone—Hillside 8231

Don Searle, *General Manager of Western Division*
 Clifford Anderson, *Program Traffic*
 Dorothy L. Brown, *Continuity Acceptance*
 R. G. Denechaud, *Engineering Manager*
 Paul Gates, *Evening Program Manager*
 Russell Hudson, *Sales Service Manager*
 Walter W. Lonner, *Traffic Manager*
 Victor H. Ferrin, *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 & O'Farrell Streets, San Francisco, Cal.
 Telephone—Graystone 6545
 T. B. Palmer, *General Manager KGO*
 A. E. Evans, *Engineering Manager*
 Eleanor Higby, *Traffic Manager*
 Edith Kirby, *Auditor*
 Robert Laws, *Promotion and Publicity Manager*
 Francis La Tourette, *News Manager*
 Byron Nelson, *Sales Manager*
 Lorraine Jenevel, *Continuity Editor*
 Robert Wesson, *Program Manager*

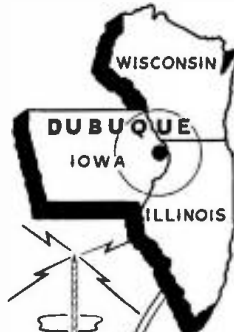
FOREIGN CORRESPONDENTS

John Bryson, *Manager, Blue News Office, London, England*
 Herbert Clark, *Paris*
 Donald Coe, *Rome*
 Victor Eckland, *Honolulu*
 William Ewing, *Honolulu*
 Arthur Feldman, *Philippines*
 J. Gordon Fraser, *Belgium*
 George Hicks, *Belgium*
 Fred Lee, *Cairo*
 Ted Malone, *London*
 Robert Massell, *France*
 Frederick Opper, *Chungking*
 Harold Peters, *Paris*
 Clete Roberts, *Philippines*
 Clark Sanders, *Pacific, Nimitz Headquarters*
 Edmund Souder, *Chungking*

BLUE NETWORK STATIONS PLANNING AND

ADVISORY COMMITTEE

H. Allen Campbell, *WXYZ Detroit, Chairman, District 2*
 Henry P. Johnston, *WGSN Birmingham, Ala., Vice Chairman, District 4*
 William A. Riple, *WTRY Troy, N. Y., District 1*
 C. T. Hagman, *WTCN Minneapolis, District 3*
 W. D. Pyle, *KVOD Denver, Colo., District 5*
 W. B. Stuhrt, *KJR Seattle, District 7*
 District 8



TELL 'EM OVER WKBB

THE CENTER OF ONE OF AMERICA'S RICHEST MARKETS

This year WKBB celebrates eleven years of service to the people of Dubuqueland. And . . . in so serving has built a faithful listener following . . . making WKBB the only station through which you can be sure of adequate broadcasting coverage in the Dubuque Trade Territory!

Listeners in Dubuqueland just naturally choose WKBB . . . the radio voice of the key city in one of America's richest markets! If you have a selling job to do, and want to reach this rich market . . . write or wire us, or ask the Burn-Smith Company, Inc., about availabilities.

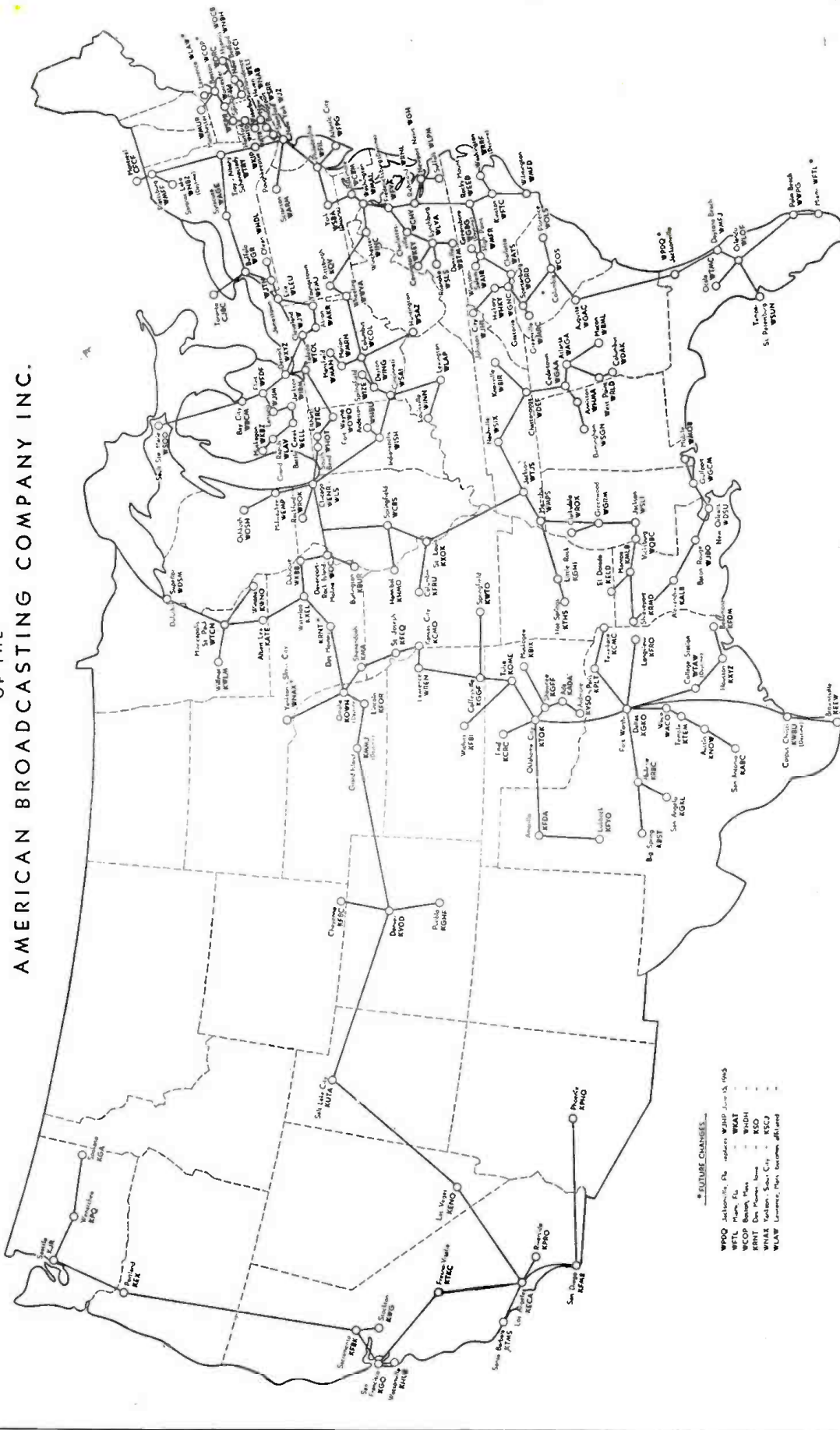
WKBB

1490 ON YOUR DIAL

BLUE NETWORK STATION . . . DUBUQUE, IOWA

The Blue Network

OF THE
AMERICAN BROADCASTING COMPANY INC.



FUTURE CHANGES

WPOO Indianapolis, Ind. - WJLP June 15, 1945
 WFTL Miami, Fla. - WJAX
 WCOP Boston, Mass. - WJNH
 WRIT Des Moines, Iowa - KSO
 WPAE Jackson, Tenn. - KSCJ
 WLAW Lawrence, Mass. - WJLW

COLUMBIA BROADCASTING SYSTEM, Inc.: EXECUTIVES and STAFF

485 Madison Ave., New York 22, N. Y.
Telephone: Wickersham 2-2000

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin
J. A. W. Iglehart
Paul W. Kesten
Isaac D. Levy

Leon Levy
Samuel Paley
William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

CBS OWNED STATIONS

WABC New York, N. Y. WTOP Washington, D. C.
WBBM Chicago, Ill. KMOX St. Louis, Mo.
WBT Charlotte, N. C. KNX Los Angeles, Cal.
WCCO Mpls.-St. Paul, Minn. WEEI Boston, Mass.

OFFICERS

William S. Paley, *President and Director*
Paul W. Kesten, *Executive Vice-President and Director*
Joseph H. Ream, *Vice-President and Secretary*
Frank Stanton, *Vice-President*
Frank K. White, *Vice-President and Treasurer*
H. V. Akerberg, *Vice-President in Charge of Station Relations*
H. Leslie Atlas, *Vice-President, Chicago*
Douglas Coulter, *Vice-President in Charge of Programs*
William C. Gittinger, *Vice-President in Charge of Sales*
Paul M. Hollister, *Vice-President in Charge of Advertising and Sales Promotion*
D. W. Thornburgh, *Vice-President, Los Angeles*
S. R. Dean, *Assistant Treasurer*
James M. Seward, *Assistant Secretary*
Arthur S. Padgett, *General Auditor*

Accounting Department

S. R. Dean, *Assistant Treasurer and Comptroller*
William J. Flynn, *Assistant Comptroller*
L. C. Merrick, *Assistant Comptroller*
Sophie Hinze, *Cashier*

Auditing and Tax Department

Arthur S. Padgett, *General Auditor*
Norman duFrane, *Assistant General Auditor*

Construction and Building Operations Department

G. Stanley McAllister, *Director of Construction and Building Operations*
C. R. Jacobs, *Assistant Director and Manager of Construction*
Joseph E. Werden, *Manager of Building Service Operations*
James R. Stevens, *Manager of Theatre Operations*
Walter Weiler, *Manager of Internal Security*
Roland Young, *Assistant Manager of Construction*

Editing and Copyright Department

Jan C. Schimek, *Director of Editing and Copyright*
Donald J. Ball, *Assistant Editor*
Arthur Jernild, *Consultant on Children's Programs*
W. Clark Harrington, *Assistant Manager of Copyright*

General Engineering Department

William B. Lodge, *Director of General Engineering*
J. W. Wright, *Chief Radio Engineer*
H. A. Chinn, *Chief Audio Engineer*

Engineering Research and Development Department

Peter C. Goldmark, *Director*

Legal Department

Julius Brauner, *General Attorney*
Howard L. Hausman, *Attorney*

Mail, File and Mimeograph Department

Albert H. Bryant, *Manager of Mail, File and Mimeograph Department*

Network Sales Department

William C. Gittinger, *Vice-President in Charge of Sales*
John J. Karol, *Network Sales Manager*
William J. Fagan, *Administrative Manager*
Allyn Jay Marsh, *Assistant Sales Manager*
Charles E. Midgley, Jr., *Sales Service Manager*
Chicago Office Network Sales—410 North Michigan Avenue
W. Donald Roberts, *Western Manager*
Detroit Office Network Sales—Fisher Building,
Replacement not yet named

Personnel Department

Joseph H. Jackson, *Personnel Manager*
Bennett W. Lowry, *Employment Manager*
Arthur L. Jansen, *Job Analyst*

Program and Operations Departments

Douglas Coulter, *Vice-President in Charge of Programs*
William Finezriber, *Assistant Director of Broadcasts*
R. S. Langham, *Co-ordinator of Broadcasts*

James M. Seward, *Director of Operations*
I. S. Becker, *Assistant Director of Operations*
R. R. Ray, *Assistant to Director of Operations*
Merritt Coleman, *Assistant to Director of Operations*

Education Division

Lyman Bryson, *Director of Education*
Leon Levine, *Assistant Director of Educational Programs*
Helen Siousat, *Director of Talks*
Elinor Inman, *Director of Religious Broadcasts*

General

James H. Fassett, *Supervisor of Serious Music Programs*
Larry Puck, *Supervisor of Popular Music Programs and Talent Scout*
Eleanor Kilgallen, *Casting Director*
Lucile Singleton, *In Charge of Vocalists, Auditions and Record Library*

Music Library

Julius Mattfeld, *Director of Music Library*

Network Operations

Horace Guillotte, *Manager of Network Operations*

News and Public Affairs Division

Paul W. White, *Director of Public Affairs and News Broadcasts*
Everett Holles, *Assistant Director of News Broadcasts*
Henry Wefing, *Night News Editor*
J. W. Gerber, *Supervisor of Shortwave Listening*
William J. Slocum, Jr., *Director of Special Events*

News Analysts

Analysts and Reporters

New York
William L. Shirer
Maj. George Fielding Elliot
Quincy Howe
Bob Trout
Everett Holles
John Daly
Douglas Edwards
Allan Jackson

Washington
Bill Henry
Joe McCaffrey
Joseph C. Harach
Bill Castello
Tris Coffin
Robert Evans

Foreign Correspondents

London and Western Front
Edward R. Murrow,
Chief, European Staff
Charles Collingwood
Larry Lesueur
William R. Downs, Jr.
Richard Hottel
Ned Calmer
Eric Sevareid
Howard K. Smith
Willard Shadel

Moscow
George Moorad

Italy and France
Farnsworth Fowler
Winston Burdett
South and Central Pacific
William J. Dunn
Webley Edwards
Gene Rider
Tim Leimert
John Adams
Don Pryor
Chungking
Glen Akins
Stockholm
Charles C. Shaw

Program Writing Division

Robert J. Landry, *Director of Program Writing*
Charles Monroe, *Acting Script Editor*
Elwood Hoffman, *Script Editor*
Mortimer Frankel, *Script Editor*

Program Typing Division

Harriet Hess, *Supervisor of Program Typing*

Sound Effects Division

Walter R. Pierson, *Manager of Sound Effects Division*
Max Uhlig, *Assistant Manager*

Press Information

George Crandall, *Director of Press Information*
Arthur Perles, *Assistant Director*
Charles F. Pekar, Jr., *Assistant to the Director*
Walter Seigel, *Manager of Photographic Division*
Joan Lane, *Trade News Editor*

Purchasing Department

John E. Forsander, *Purchasing Agent*

Radio Sales, Representation of Columbia Owned Stations

J. Kelly Smith, *General Manager, Chicago*
Howard Meighan, *Manager of Eastern Division, New York*
Roger K. Huston, *Manager of Central Division, Chicago*
Ole G. Morby, *Representative, San Francisco*
Royal E. Penny, *Representative, Charlotte*
Carter Ringle, *Representative, St. Louis*
Meredith Pratt, *Representative, Los Angeles*

Research Department

John K. Churchill, *Director of Research*
Oscar Katz, *Assistant Director of Research*
Edward Reeve, *Chief Statistician*

Reference Department

William C. Ackerman, *Director of CBS Reference Department*
Stanford Mirkin, *Manager of Program Research Division*
Agnes Law, *Librarian*

Sales Promotion and Advertising Department

Paul M. Hollister, *Vice-President in Charge of Advertising and Sales Promotion*
John Fox, *Manager of Production*
Thomas D. Connolly, *Manager of Station Promotion and Merchandising*
Louis Hausman, *Manager of Presentation Division*
Harry O'Brien, *Art Director*
Dick Dorrance, *Director of Promotion Service for CBS Owned Stations*

Shortwave Broadcasting and Latin American Affairs

Edmund Chester, *Director of Broadcasting to Foreign Countries*
John Hundley, *Assistant Director of Shortwave Broadcasting*
Lawrence Haas, *Director of Shortwave News Division*
Terig Tucci, *Music Director and Arranger*
Roberto Unanue, *Assistant Director of Latin American Relations*
Margaret Kennedy, *Manager of Press Information for Latin American Network*

Station Relations Department

H. V. Akerberg, *Vice-President in Charge of Station Relations*
Howard Lane, *Director of Station Relations for Network*
William A. Schudt, Jr., *Eastern Division Manager*
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 Seligson, *Director of Television Programs*

Technical Operations Department

Henry Grossman, *Director of Technical Operations*
R. G. Thompson, *Manager of Technical Operations, Eastern Division*

Traffic Department

Hugh A. Cowham, *Commercial Engineer in Charge of Traffic*
A. H. Peterson, *Traffic Manager*

NEW YORK CITY, N. Y.

WABC and WABC-FM, 485 Madison Avenue

Arthur Hull Hayes, *General Manager*
G. Richard Swift, *Program Director*
John Field, Jr., *Sales Manager*
Henry Grossman, *Chief Engineer of WABC*
Jules Dundas, *Sales Promotion Manager*
J. E. Doyle, *Manager of Press Information*

BOSTON, MASS.

WEEI, 182 Tremont Street

Harold E. Fellows, *Manager of New England Operations for CBS*
Kingsley Horton, *Assistant Manager-Director of Programs and Sales*
Walter Stiles, Jr., *Director of Engineering, Sound and Transcriptions*
John J. Murray, *Manager of Accounting, Personnel and Purchasing*
Raymond G. Girardin, *Production Manager and Assistant Program Director*
Marie Houlihan, *Director of Press Information*
Guy C. Cunningham, *Director of Sales Promotion*
H. Roy Marks, *Assistant Sales Manager*

CHARLOTTE, N. C.

WBT, Wilder Building

A. D. Willard, Jr., *General Manager*
Royal E. Penny, *Sales Manager and Radio Sales Representative*
Charles H. Crutchfield, *Program Director*
William F. Carley, *Director of Sales Promotion, Press Information and Merchandising M/S*
John S. Kneil, *News Editor and Supervisor of Special Events*
Edward J. DeGray, *Supervisor of Accounting and Personnel*
M. J. Miner, *Chief Engineer*

CHICAGO, ILL.

WBBM and WBBM-FM, 410 North Michigan Avenue

H. Leslie Atlas, *Vice-President in Charge of Central Division and General Manager of WBBM*
J. 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 Crusberry, *News Editor*
Jonathan W. Snow, *Sales Promotion Manager*
George F. Case, *Assistant Program Director*
Don Kelley, *Director of Press Information*

MINNEAPOLIS, MINN.

MNPLS.-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. Kaul, *Manager of Sales Promotion and Director of Press Information*

PACIFIC COAST

Los Angeles Office—KNX, Columbia Square

D. W. Thornburgh, *Vice-President in Charge of Western Division and General Manager of KNX*
Harry W. Witt, *Assistant General Manager*
Charles D. Ryder, Jr., *Manager of Accounting, Personnel and Purchasing*
Lester Bowman, *Manager of 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 and Public Events*
J. Archie Morton, *Sales Manager*
Ben Paley, *Production Manager*
Charles E. Morin, *Sales Manager, Pacific Network*
George L. Moskovic, *Eastern Sales Manager for Pacific Coast Network and KNX*
George W. Allen, *Pacific Coast Network Program Director*
San Francisco Office—Palace Hotel
Wayne Steffner, *Manager*

ST. LOUIS, MO.

KMOX, 401 South Twelfth Blvd.

Frank Falkner, *General Manager*
Arthur Casey, *Assistant*
Wendell B. Campbell 2nd, *Assistant Station Manager and Director of Operations*
Harry Harvey, *Chief Engineer*
Jerry Hoekstra, *Manager of Public Events and 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

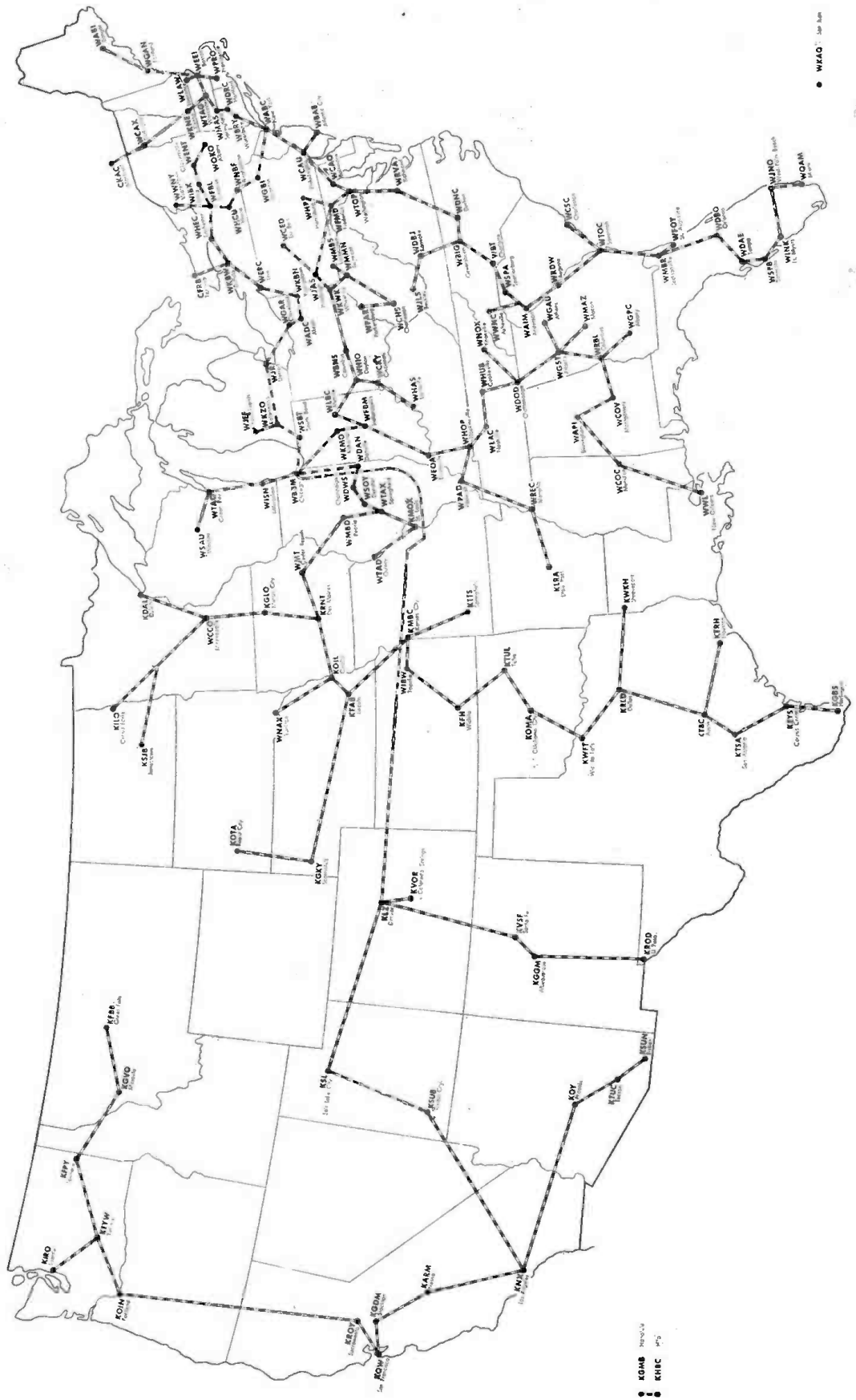
Earl H. Gammons, *Director of Washington Office*
Carl Burkland, *General Manager of WTOP*
William D. Murdoch, *Assistant General Manager*
Martin D. Wickett, *Program Director*
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Supervisor of Accounting, Personnel and Purchasing*
Robert S. Wood, *Director of Public Events and Special Features*

CBS AFFILIATES ADVISORY BOARD

C. T. Lucy, WRYA, Richmond, Chairman
John M. Rivers, WCSG, Charleston, Secretary
Arthur B. Church, KABC, Kansas City
Clyde Coombs, KARM, Fresno, Cal.
Franklin Doolittle, WDR, Hartford
Leo Fitzpatrick, WJR, Detroit
I. R. Lounsbury, WKBW, Buffalo
Clyde W. Rembert, KRLL, Dallas
W. H. Summerville, WWL, New Orleans

THE COLUMBIA BROADCASTING SYSTEM

Network facilities as of January 15, 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 Allen Weiss, Hollywood, *Executive Vice-President*
J. E. Campeau, Detroit, *Vice-President*
Robert D. Swezey, New York, *Vice-President and Assistant General Manager*
Phillips Carlin, New York, *Vice-President in Charge of Programs*
Z. C. Barnes, New York, *Vice-President in Charge of Sales*
Carl Haverlin, New York, *Vice-President in Charge of Station Relations*
E. M. Antrim, Chicago, *Secretary*
J. E. Wallen, New York, *Treasurer*

BOARD OF DIRECTORS

Edgar Kobak, MBS, New York
E. M. Antrim, WGN, Chicago
Hope E. Barroll, Jr., WFBR, Baltimore
Willet H. Brown, Don Lee, Hollywood
J. E. Campeau, CKLW, Detroit
Chesser Campbell, WGN, Chicago
H. K. Carpenter, WHK, Cleveland
Benedict Gimbel, Jr., WIP, Philadelphia
Leonard Kapner, WCAE, Pittsburgh
Alfred J. McCosker, WOR, New York, *Chairman*
John Shepard 3d, 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 3d, Yankee Network, Boston
Theodore C. Streibert, WOR, New York
Lewis Allen Weiss, Don Lee, Hollywood

DEPARTMENTS AND DIVISIONS

EXECUTIVE OFFICERS

Edgar Kobak, *President and General Manager*
Robert D. Swezey, *Vice-President and Assistant General Manager*

ACCOUNTING DEPARTMENT

James E. Wallen, *Controller*
Robert Furryear, *Assistant Controller*
Paul E. Zeger, *Budget-Director*
James Burk, *Auditor*

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 Mr. Barnes*
Terrence Danley, *Manager of Sales Service*
Bernard Kelt, *Eastern Sales Service Supervisor*

SALES PROMOTION AND RESEARCH

Robert A. Schmid, *Director of Sales Promotion and Research*
Peter Zaphir, *Assistant Director of Sales Promotion and Research*
Harold Coulter, *Manager of Audience Promotion*
Richard Puff, *Manager of Research*
Arnold Roston, *Art Director*
James Tyler, *Advertising Director*

STATION RELATIONS

Carl Haverlin, *Vice-President in Charge of Station Relations*
Charles Godwin, *Assistant to Mr. 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*

THEATRE 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, *Midwestern Sales Promotion Manager*
Myrtle Goulet, *Station Traffic Supervisor*

WASHINGTON STAFF

1627 K Street, N. W., Washington 6, D. C.

Phone—Metropolitan 0012

Charter Heslep, *Washington Representative in Charge of Operations*

MBS FOREIGN CORRESPONDENTS

Milton Bracker, Rome
David Brown, Rome
Bob Brumby, China
Sidney Fire, Russia
Edmund Frank (Engineer), Pacific
Royal Arch Gunnison, Philippines
Ted Hoskins, Cairo and Athens
Seymour Korman, France
Arthur Mann, France, Belgium, and London
Leslie Nichols, Pacific
Arthur Primm, Honolulu
Norman Paige, Honolulu
John Steele, London
John Thompson, France
Arthur Veysey, Sydney
Alfred Wagg, India

Open the Gate...

San Bernardino is the GATE-WAY to the rich southern California area, its popular desert and mountain playgrounds. It is the heart of the citrus empire . . . and KFXM is YOUR WAY to efficiently, effectively and economically cover this abundant and important market.

KFXM

SAN BERNARDINO, CALIFORNIA

MUTUAL . . . DON LEE
JOHN BLAIR CO. . . REP.

SURROUNDED
BUT NOT
INVADED
SURROUNDED

Do Ohio Valley folks listen to WSTV in Steubenville? That's a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here's the answer in our latest Hooper.

| TIME | WSTV | A | B | C | D | E |
|--|------|------|-----|------|-----|------|
| MORNING 9:00 AM-12 N Mon. thru Fri. | 39.7 | 24.2 | 2.3 | 3.7 | 5.5 | 23.7 |
| AFTERNOON 12:00 N-4:00 PM Mon. thru Fri. | 41.5 | 24.4 | 3.3 | 10.7 | 8.9 | 8.9 |
| EVENING 6:00 PM-10:00 PM Sun. thru Sat. | 25.6 | 36.8 | 5.8 | 3.7 | 5.8 | 17.3 |

HOOPER LISTENING INDEX — MID SUMMER 1944

WSTV
STEUBENVILLE, O.
JOHN LAUX, GEN. MGR.
MUTUAL

THE FRIENDLY GROUP

WSTV WFTG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROADCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
Arthur E. Braun
Bertram Cutler
Charles G. Dawes
Gano Dunn
James G. Harbord
Edward W. Harden
Edward F. McGrady
DeWitt Millhauser
Edward J. Nally
David Sarnoff
Niles Trammell
Frank E. Mullen

OFFICERS

David Sarnoff, *Chairman of the Board*
Niles Trammell, *President*
Frank E. Mullen, *Vice-President and General Manager*
A. L. Ashby, *Vice-President and General Counsel*
C. Lloyd Egner, *Vice-President*
O. B. Hanson, *Vice-President*
William S. Hedges, *Vice-President*
Harry C. Kopf, *Vice-President*
Frank E. Mason, *Vice-President*
Clarence L. Menser, *Vice-President*
John F. Royal, *Vice-President*
Frank M. Russell, *Vice-President*
Sidney N. Strotz, *Vice-President*
Roy C. Witmer, *Vice-President*
John H. MacDonald, *Vice-President*
R. J. Teichner, *Treasurer*
Lewis MacConnach, *Secretary*
C. E. Pfautz, *Assistant Secretary*

Departments and Divisions

EXECUTIVE OFFICERS

Niles Trammell, *President*
Frank E. Mullen, *Vice-President and General Manager*
John H. MacDonald, *Vice-President in Charge of Finance*
Clyland T. Morgan, *Assistant to the President*
J. deJara Almonte, *Assistant to the President*
Horton H. Heath, *Assistant to Vice-President and General Manager*

ADVERTISING AND PROMOTION

Charles P. Hammond, *Director*
Parmelee Cusack, *Art Director*
Arthur Forrest, *Manager of Public Service Promotion*
James M. Gaines, *Assistant Director*
James H. Nelson, *Manager of Network Sales Promotion*
Barry T. Rumpel, *Research Manager*
Hartley L. Samuels, *Manager, Program Promotion*
Charles B. H. Vaill, *Manager of WEAf Promotion*

CONTINUITY ACCEPTANCE

Joseph K. Mason, *Manager*

CONTROLLERS DEPARTMENT

Harry F. McKeon, *Controller*
Harold M. Kelly, *Assistant Controller*
Hugh R. McGeachie, *Assistant Controller*

ENGINEERING DEPARTMENT

O. B. Hanson, *Vice-President and Chief Engineer*
William A. Clarke, *Manager of Technical Services*
Raymond F. Guy, *Radio Facilities Engineer*
George McElrath, *Operating Engineer*
C. A. Ruckey, *Audio and Video Facilities Engineer*
R. E. Shelby, *Development Engineer*
F. A. Wankel, *Eastern Division Engineer*

FINANCE DEPARTMENT

J. Robert Myers, *Budget Officer*

GENERAL SERVICE DEPARTMENT

Edward M. Lowell, *Manager*
George Monahan, *Manager of Protection Division*

GUEST RELATIONS DEPARTMENT

Lathrop Mack, *Manager*
William Ervin, *Assistant Manager in Charge of Reception*
Ira Skutch, *Assistant Manager in Charge of Tours*
John Wahlstrom, *Executive Assistant Manager*
Albert Walker, *Assistant Manager of Special Activities*

INFORMATION DEPARTMENT

Albert E. Dale, *Director of Information*
Anita Barnard, *Manager of Correspondence Division*

INTERNATIONAL SHORT WAVE

Fred Bate, *Manager of International Department*

LEGAL DEPARTMENT

A. L. Ashby, *Vice-President and General Counsel*
Henry Ladner, *Assistant General Counsel*
J. A. McDonald, *Assistant General Counsel*
John P. King, *Attorney*
S. R. Olliphant, *Attorney*
Edward J. McCrossin, *Attorney, Chicago*
Donn B. Tatum, *Attorney, Hollywood*
William I. Hurt, *Attorney, Denver*
Wright, Gordon, Zachry, Parlin & Cahill, *New York and Washington Counsel*

NATIONAL SPOT SALES DEPARTMENT

James V. McConnell, *Manager*
Willan C. Roux, *Assistant Manager*
William O. Tilenius, *Assistant Manager*

NETWORK SALES DEPARTMENT

Roy C. Witmer, *Vice-President in Charge*
George H. Frey, *Sales Service Manager*
F. Melville Greene, *Sales Traffic Manager*
Edward R. Hitz, *Assistant to Vice-President in Charge*
I. E. Showerman, *Eastern Division Sales Manager*

NEWS AND SPECIAL EVENTS DEPARTMENT

William Brooks, *Director*
Joseph Meyers, *Assistant Manager in Charge of Special Events*
Adolph Schneider, *Acting Manager of Operations*

PERSONNEL DEPARTMENT

Ernest de la Ossa, *Personnel Director*

PRESS DEPARTMENT

Sydney Elges, *Manager*
Thomas E. Knode, *Assistant Manager*

PROGRAM DEPARTMENT

Clarence L. Menser, *Vice-President in Charge of Programs*
J. deJara Almonte, *Night Program Manager and Assistant to President*
Thomas H. Belviso, *Manager of the Music Library*
Frank Black, *General Music Director*
Bertha Brainard, *Assistant to Vice-President, Manager Program Sales*
Samuel Chotzinoff, *Manager of Music Division*
Walter Damrosch, *Music Counselor*
Patrick J. Kelly, *Supervisor of Announcers*
Frederick G. Knopfke, *Supervisor of Sound Effects*
Thomas McCray, *Eastern Program Manager*
Richard McDonagh, *Manager Script Division*
Winifred Murphy, *Supervisor of Booking Office*
deLancy Provost, *Assistant to Manager—WEAF*
Arch Robb, *Administrative Assistant*
Evelyn Sniffin, *Supervisor of Business Office*
William Stern, *Director of Sports*
Wynn Wright, *National Production Manager*

PUBLIC SERVICE DEPARTMENT

James Rowland Angell, *Public Service Counselor*
Dwight Herrick, *Manager*
Gilbert Chase, *Specialist, Latin American Music and Literature*
Doris Corwith, *Assistant to Manager*
Margaret Cuthbert, *Director of Women's and Children's Programs*
Sterling Fisher, *Assistant Public Service Counselor*
Max Jordan, *Director of Religious Programs*
Jane T. Wagner, *Director of Home Economics*

RADIO RECORDING DEPARTMENT

C. Lloyd Egner, *Vice-President in Charge*
Norman Cloutier, *Manager of Thesaurus Programs*
Walter B. Davison, *Assistant Sales Manager—Agencies*
Robert W. Friedheim, *Eastern Sales Manager*
Morris Hamilton, *Program Manager*
Henry P. Hayes, *Assistant to Vice-President and Office Manager*
Willis B. Parsons, *Assistant Sales Manager Stations and Sales Promotion Manager*

STATIONS DEPARTMENT

William S. Hedges, *Vice-President in Charge of Stations*
Sheldon B. Hickox, Jr., *Manager of Station Relations*
Steere Mathew, *Assistant Manager of Traffic Department and Supervisor Commercial Traffic*
Philip Merryman, *Facilities Development and Research*
Harry Woodman, *Manager of Traffic Department*
Easton C. Woolley, *Assistant to the Vice-President in Charge of Stations*

TELEVISION DEPARTMENT

John F. Royal, *Vice-President in Charge*
John T. Williams, *Business Manager*
N. Ray Kelly, *Manager of Production Facilities*

TREASURY DEPARTMENT

R. J. Teichner, *Treasurer*
William D. Bloxham, *Purchasing Agent*
William A. Williams, *Assistant to the Treasurer*
C. G. Terwilliger, *Manager of Credit and Collections*

OPERATED STATIONS

Station Managers

Vernon H. Pribble, *Cleveland, Ohio, Manager of WTAM*
James R. MacPherson, *Denver, Col., Manager of Station KOA*
Carleton D. Smith, *Washington, D.C., Manager of Station WRC*
John Elwood, *San Francisco, Manager of Station KPO*

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone—Superior 8300

Harry C. Kopf, *Vice-President in Charge of Central Division*
Emmons C. Carlson, *Sales Promotion and Advertising Manager*
Frank Chizini, *Radio Recording Manager*
Eric Danielson, *Program Traffic Supervisor*
William Drips, *Agricultural Public Relations Representative*
Robert Guilbert, *Continuity Acceptance Manager*
Jules Herbubeaux, *Program Manager*
A. W. Kaney, *Station Relations Manager*
Robert Kendall, *Program and Talent Sales Manager*
Henry Livesey, *Guest Relations Manager*
Howard Luttgens, *Division Engineer*
Donald Marcotte, *Supervisor of Music*
Paul McCluer, *Network Sales Manager*
Edward McCrossin, *Attorney*
Oliver Morton, *National Spot and Local Sales Manager*
William Murphy, *Script Manager*
William Ray, *News and Special Events Manager*
John Ryan, *Press Manager*
Judith Waller, *Public Service Director*
William Weddell, *Assistant Sales Manager*
John Whalley, *Auditor and Office Manager*

WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St.

Phone—Hollywood 6161

Sidney N. Strotz, *Vice-President in Charge of the Western Division*
Frank Berend, *Network Sales Manager*
Harold Beck, *Press Manager*
F. W. Delleit, *Auditor*
Frank Ford, *Sales Promotion and Advertising Manager*
Lewis Frost, *Assistant to the Vice-President and Program Manager*
Paul Gale, *Traffic Manager*
Evelyn Hale, *Guest Relations Manager*
Donald Norman, *Manager of National Spot Sales*
Jennings Pierce, *Manager of Public Service and Station Relations*
Alex Robb, *Program, Talent Sales and Package Sales Manager*
Donn Tatum, *Attorney*
Oscar Turner, *Radio Recording Manager*
Albert B. Ulrich, *Continuity Acceptance Manager*
Howard Wiley, *Production Manager*

San Francisco

John Elwood, *Manager of Station KPO*

WASHINGTON, D. C.

14th St. and New York Ave.

Phone—Republic 4000

Frank M. Russell, *Vice-President in Charge*
Carleton D. Smith, *Manager*
Rudolph Coldenstroth, *Auditor*
Donald Cooper, *Acting Engineer in Charge*
Mahlon Glascock, *Sales Manager*
Albert V. Cole, *Sales Promotion Manager*
William McAndrew, *Director of News and Special Events*
Fred Shawn, *Program Manager*
George Wheeler, *Assistant to General Manager*

FOREIGN REPRESENTATIVES

ENGLAND

Stanley Richardson, *War Correspondent—NBC, APO 413, c/o Postmaster, New York, N. Y.*

SWITZERLAND

Paul Archinard, *Berne, Switzerland*

STATIONS OWNED AND OPERATED BY

NATIONAL BROADCASTING CO.

WEAF, New York
WMAQ, Chicago
WTAM, Cleveland
KOA, Denver
KPO, San Francisco
WRC, Washington

NBC Stations Planning and Advisory Committee

Clair McCollough, *WGAL, Lancaster, Pa.*
G. Richard Shatto, *WIS, Columbia, S. C.*
Nathan Lord, *WAVE, Louisville*
Harold Wheelahan, *WSMB, New Orleans*
Stanley E. Hubbard, *KSTP, St. Paul*
Edgar T. Bell, *WKY, Oklahoma City*
Richard O. Lewis, *KTAR, Phoenix, Ariz.*
Arden X. Pangborn, *KGW, Portland, Ore.*

NBC FOREIGN CORRESPONDENTS

David Anderson, *Western Front*
Paul Archinard, *Berne*
Bjorn Bjornson, *Stockholm, Sweden*
Peter Brennan, *Panama Canal Zone*
Wright Bryan, *Prisoner of War*
James Cassidy, *Western Front*
John Cooper, *Hawaiian Islands*
Owen Flaherty, *Philippines*
George Foster, *South Pacific*
Wilson K. Foster, *Hawaiian Islands*
Edwin Haaker, *London*
Howard Hull, *West Indies*
Guthrie Janssen, *Athens*
John MacVane, *Paris*
Robert Magidoff, *Moscow and Russian Theatre*
Chester Morrison, *London*
Merrill Mueller, *SHAEP*
Grant Farr, *Rome*

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

BLUE NETWORK OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco; KECA, Los Angeles. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

COLUMBIA OWNED STATIONS—WABC, New York; WTOP, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEL, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

THE COWLES STATIONS (Cowles Broadcasting Company)—Comprising KRNT, Des Moines; WNAJ, Sioux City-Yankton; WOL, Washington; WHOM, Jersey City-New York; WCOP, Boston. Though the Cowles Stations are not sold as a group, the Mid-States Group composed of KRNT, WNAJ and WMT (WMT owned by the American Broadcasting Stations, Inc.) is available. Represented nationally by The Katz Agency, Inc. Headquarters: Any station. Executive officers: Gardner Cowles, Jr., president; John Cowles, chairman of the board and vice president; T. A. M. Craven, vice president in charge of engineering; Craig Lawrence, vice president directly supervising WEGM and WCOP; Phil Hoffman, vice president supervising KRNT and WNAJ; Merle Jones, general manager of WOL; Don Inman, general manager and vice president of WNAJ; A. N. Armstrong, Jr., general manager of WCOP; Ted Enns, national sales manager, Cowles Stations; Robert Dillon, commercial manager of KRNT; Carl T. Koester, treasurer; Karl R. Haase, assistant treasurer.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and WEXAO, Hollywood. Vice-President and General Manager: Lewis Allen Weiss, KHJ.

FORT INDUSTRY CO. STATIONS (George B. Storer-John H. Ryan)—WSPD, Toledo; WVV, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; WFTL, Miami; KIRO, Seattle (minority). Headquarters: New Center Bldg., Detroit.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHTT, Hartford; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard Jr. interests)—WNAJ, Boston; WAAB, Worcester; WEAN, Providence; WICC,

Bridgeport, Conn.; WHTD, Hartford, Conn. President: William F. O'Neil, Chairman of the Board; John Shepard 3d. (See Yankee Network.)

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; ATL, Atlanta; WGFC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president and acting executive manager. Represented nationally by Spot Sales Inc.

HEARST RADIO Inc.—Licenses of WBAL, Baltimore; WINS, New York; WISN, Milwaukee; WCAE Inc., licensee of WCAE, Pittsburgh. Headquarters: 25 W. 43d St., New York 18. E. M. Stoer, vice-president; Leonard Kaplan, general manager.

GENE A. HOWET, E. SNOWDEN STATIONS—KGNC, Amarillo; KFYO, Lubbock; KTSB, San Antonio; KRGV, Weolaco, Tex. O. L. Taylor, general manager.

JOHN A. KENNEDY STATIONS—WCEB, Charleston, W. Va.; WBK Clarkburg, W. Va.; WPAE, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority). **PIERCE E. LACKEY STATIONS**—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

JOHN J. LOUIS STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz. Dick Lewis, general manager.

McCLATCHY BROADCASTING CO. STATIONS—Stations owned by McClatchy Newspapers: KFBC, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOE, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy. **McCLUNG STATIONS**—KHSL, Chico; KYOS, Merced; KVCV, Redding.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEGC, Duluth; WMEG, Elkhart; WMLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS—Owned: WEAJ, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KFO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

J. LINDSAY & GILMORE NUNN STATIONS—WLAP, Lexington, Ky.; WCMJ, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al.)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.).

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Stock in WJR publicly held.)

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLF, Panama City, Fla.

ADLINE B. RINES STATIONS—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

SCRIPPS-HOWARD GROUP—Scripps-Howard Radio Inc. is licensee of WCPO, Cincinnati, and WNOX, Knoxville, and operator of WMPF, Memphis. Memphis Publishing Co. is licensee of WMC, operated separate from Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., in licensee of WMPF, Memphis New York. Officials: Jack R. Howard, 280 Park Ave., New York, president (on leave U. S. Navy); James G. Hanrahan, WMPF, executive vice-president (on leave U. S. Army); Richard Westergaard, vice-president (on leave); Mortimer C. Watters, WCPO, vice-president and general manager.

STEINMAN STATIONS (J. Hale & John F. Steinman)—WGAL, Lancaster, Pa.; WORK, York, Pa.; WEST, Easton, Pa.; WAZL, Hasleton, Pa.; WDEL, Wilmington Del. (Mason Dixon Radio Group). Minority interest WILM, Wilmington, Del.

SYMONS-CRANEY STATIONS—KGIR, Butte, Mont; KXL, Portland, Ore.; KFYU, Spokane, Wash.; KPFA, Helena, Mont. (Craneley only); KRBM, Bozeman, Mont.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLR, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA Lynchburg.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. Also shortwave station WBOB, Boston. Also FM stations WBZ-FM, Boston; KDKA-FM, Pittsburgh; WOWO-FM, Fort Wayne; KYW-FM, Philadelphia; WBZA-FM, Springfield, Mass. Not operated a network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter Evans, vice-president; Lee B. Wallis, general manager; E. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. McFar, engineering manager; F. A. Logue, auditor; Gordon Hawkins, program and educational director; F. P. Nelson shortwave and television dept.

HARRY C. WILDER STATIONS—WSYR, Syracuse N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.; WELI, New Haven, Conn.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City, Telephone Longacre 3-2221

MICHAEL M. SILLERMAN, President and General Manager

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman, Chicago Office—134 No. LaSalle St.; telephone, State 4899; sales manager, Naylor Rogers, Hollywood Office—6331 Hollywood Blvd.; telephone, Hollywood 5388; program director, Elaine N. Gonda; account executive, Ralph W. Harker.

DESCRIPTION OF SERVICE: Keystone Broadcasting System is a transcription network principally covering secondary 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 292 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available announcement periods down to 25-word length. The list of stations affiliated with Keystone as of Jan. 1, 1948, is as follows:

ALABAMA—WJLD, Bessemer; WMSL, Decatur; WBHP, Huntsville; WLAY, Muscle Shoals; WJHO, Opelika; WRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARKANSAS—KFPA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff; KUOA, Siloam Springs; KWFC, Hot Springs.

COLORADO—KGIW, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta; KGEC, Sterling.

FLORIDA—WINK, Ft. Myers; WTMC, Ocala; WDLF, Panama City; WSPB, Sarasota.

GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WMLT, Dublin; WGGG, Gainesville; WKEU, Griffin; WLAG, La Grange; WMGA, Moultrie; WRLC, Toccoa; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KWAL, Wallace.

ILLINOIS—WMBR, Aurora; WJBC, Bloomington; WDWS, Champaign; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WHBU, Anderson; WTRC, Elkhart; WKMO, Kokomo; WKWB, Richmond; WLBC, Muncie.

IOWA—KROS, Clinton; KVFD, Fort Dodge.

KANSAS—KVAK, Atchison; KGNO, Dodge City; KTSW, Emporia; KIUL, Garden City.

KENTUCKY—WLBJ, Bowling Green; WHLN, Harlan; WSON, Henderson; WHOP, Hopkinsville; WOMI, Owensboro; WPAD, Paducah.

MAINE—WAGM, Presque Isle.

MASSACHUSETTS—WESX, Salem.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WMLS, Port Huron; WTCM, Traverse City.

MINNESOTA—KWLM, Clarkdale.

MISSISSIPPI—WROX, Clarkdale; WGBI, Columbus; WJFR, Greenville; WGBM, Greenwood; WGCM, Gulfport; WFOB, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg; WELO, Tupelo.

MISSOURI—KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCC, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFV, Kearney; KODY, North Platte; KGKY, Scotts Bluff.

NEW HAMPSHIRE—WLNE, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KKEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.

NEW YORK—WMBO, Auburn; WBTA, Batavia; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WEGO, Concord; WCON, Elizabeth City; WGNC, Gastonia; WGBR, Goldsboro; WKY, Hickory; WMFR, High Point; WHIT, New Bern; WCBT, Roanoke Rapids; WEED, Rocky Mount; WGTM, Wilson; WRRF, Washington.

NORTH DAKOTA—KOV, Valley City.

OHIO—WFIN, Findlay; WMRN, Marion.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHGB, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBKR, Baker; KBND, Bend; KLBH, La Grande; KMED, Medford; KRNR, Roseburg; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WCED, DuBois.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFX, Pierre; KOTA, Rapid City; KWAT, Watertown.

TENNESSEE—WOPI, Bristol; WJZM, Clarksville; WHUB, Cookeville.

TEXAS—KRIC, Beaumont; KNEL, Brady; KEEW, Brownsville; KBWD, Brownwood; KEYS, Corpus Christi; KAND, Corsicana; KDTN, Denton; KLUJ, Galveston; KGBS, Harlingen; KSAM, Hattiesburg; KOCG, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KVOP, Plainview; KXOX, Sweetwater; KTEM, Temple; KGKE, Tyler; KVWC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan; KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

VIRGINIA—WCHV, Charlottesville; WKEY, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WLPN, Suffolk; WINC, Winchester.

WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KEA, Centralia; KRKO, Everett; KGY, Olympia; KTBI, Tacoma.

WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WAJR, Morgantown; WBRW, Welch; WBTH, Williamson.

WISCONSIN—WHEY, Appleton; WATW, Ashland; WCLO, Janesville; WOMET, Manitowoc; WIGM, Madford; WIBU, Poynette; WRJN, Racine.

WYOMING—KDFN, Casper; KFBC, Cheyenne; KPWF, Powell; KVBS, Rock Springs; KWYO, Sheridan.

Cresta Blanca Wine Company, Inc.

R I V E R M O R E , C A L I F O R N I A

January 1945

TO ALL OUR FRIENDS AT:

| | | |
|---------------------------|------------------------|-----------------------------|
| KARM.....Fresno | WCAO.....Baltimore | WJNO.....West Palm Beach |
| KDAL.....Duluth | WCAU.....Philadelphia | WJR.....Detroit |
| KFAB.....Lincoln | WCCO.....Minneapolis | WKBN.....Youngstown |
| KFPY.....Spokane | WCED.....DuBois | WKBW.....Buffalo |
| KGDM.....Stockton | WCKY.....Cincinnati | WLAC.....Nashville |
| KILO.....Grand Forks | WCSC.....Charleston | WLAW.....Lawrence |
| KIRO.....Seattle | WDAE.....Tampa | WMAS.....Springfield, Mass. |
| KLZ.....Denver | WDBJ.....Roanoke | WMAZ.....Macon |
| KMBC.....Kansas City | WDBO.....Orlando | WMBD.....Peoria |
| KMOX.....St. Louis | WDOD.....Chattanooga | WMBR.....Jacksonville |
| KNX.....Los Angeles | WDRC.....Hartford | WNBF.....Binghamton |
| KOIL.....Omaha | WEEI.....Boston | WOKO.....Albany |
| KQW.....San Francisco | WFBL.....Syracuse | WPRO.....Providence |
| KRLD.....Dallas | WFBM.....Indianapolis | WQAM.....Miami |
| KROY.....Sacramento | WFOY.....St. Augustine | WREC.....Memphis |
| KTRH.....Houston | WGAR.....Cleveland | WSOY.....Decatur |
| KTSA.....San Antonio | WGAU.....Athens | WSPA.....Spartanburg |
| KVOR.....Colorado Springs | WGBI.....Scranton | WSPB.....Sarasota |
| KWKH.....Shreveport | WGST.....Atlanta | WTAG.....Worcester |
| WABC.....New York | WHAS.....Louisville | WTAQ.....Green Bay |
| WADC.....Akron | WHIO.....Dayton | WTAX.....Springfield, Ill. |
| WBBM.....Chicago | WIBX.....Utica | WTOC.....Savannah |
| WBNS.....Columbus | WINK.....Ft. Myers | WTOP.....Washington |
| WBRY.....Waterbury | WISN.....Milwaukee | WWL.....New Orleans |
| | WJAS.....Pittsburgh | |

Thanks to the Columbia Broadcasting System and to its affiliated stations which helped, through generous promotional cooperation, to make friends for the "Cresta Blanca Carnival" and "This Is My Best" during 1944. To you, and to all the others who have been so kind to us, we send our best wishes for 1945.

Sincerely,


CRESTA BLANCA

DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 398)

DEPT. OF AGRICULTURE WAR FOOD ADMINISTRATION

14th St. and Independence, S. W.
REpublic 4142

Director of Information: Keith Himebaugh.
Radio Service: Chief, Wallace L. Kaddery;
Supervisor of Programs, C. B. Gay; Field
Supervisor of Radio Service, Charles A.
Bond.

DEPT. OF COMMERCE

14th and Constitution Ave., N. W.
District 2200

Division of Current Information: Chief,
Clarence G. Marshall.
Bureau of Foreign & Domestic Commerce:
Director, Amos E. Taylor.
Division of Industrial Economy, Specialties
Unit: Advertising Specialist, Kenneth
Davis; Radio Specialist, John Shannon.
Census Bureau: Director, James C. Capt.
Bureau of Standards: Chief of Radio Sec-
tion, Dr. J. H. Dellinger.

DEPARTMENT OF JUSTICE

Dept. of Justice Bldg.
9th and Pennsylvania Ave.
REpublic 8200

Attorney General: Francis Biddle.
Assistant Attorney General in charge of
Anti-trust Division: Wendell Berge.
Special Assistant Attorney General and
Chief of Litigation Section, Anti-Trust
Division: Holmes Baldrige.
Director of Information: Charles Malcolm-
son.

INTERIOR DEPARTMENT

C St., Between 18th & 19th Sts., N.W.
REpublic 1820

Director of Information: John Ryckman.
Radio & Television Section: Director, Shan-
non Allen; Chief script writer, Louis J.
Hazam; Chief engineer, Herbert F. Den-
zier.

OFFICE OF CENSORSHIP

7th and Pennsylvania Ave., N. W.
EXecutive 3800

Director of Censorship: Byron Price.
Broadcasting Division: Assistant Director,
John E. Fetzer. Assistants: Edward H.
Bronson, Wallace G. West, Peter H.
Cousins.
Assistant Director (Chief Cable & Radio
Censor): Capt. H. K. Fenn (USN).

OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS

Dept. of Commerce Bldg.
REpublic 7500

Deputy Coordinator: Wallace K. Harrison.
Radio Division, Department of Informa-
tion: Director, John W. G. Ogilvie;
Associate Director, Paul Kruming; As-
sistant Director, Robert L. Wood; Con-
tent and Planning, Cyrus H. Nathan.

OFFICE OF ECONOMIC STABILIZATION

Federal Reserve Bldg.
Constitution Ave.
REpublic 7500

Director: Fred M. Vinson.
Assistant to the Director: Edward Prichard.

OFFICE OF PRICE ADMINISTRATION

Second and D Sts., S. W.
REpublic 7500

Deputy Administrator for Information:
Alfred B. Stanford.
Radio Branch, Information Dept.: Eloise
Daubenspeck.

OFFICE OF WAR INFORMATION

Social Security Bldg.
REpublic 7500

Director: Elmer Davis.
Domestic Branch Director: Neil T. Dalton.
News Bureau: Chief, Dowsley Clark.

Radio Bureau: Chief, George P. Ludlam;
Chief, Station Relations Division, Willett
Kempton; Chief, Allocations Division,
Joseph Ecclesine; Chief, Special Assign-
ment Division, Harold Rosenberg; Deputy
Chief, New York, Harold Rosenberg, 280
Madison Ave., Murray Hill 3-6800; Deputy
Chief, Hollywood, Cornwell Jackson, Taft
Building, Hempstead 3211; Deputy Chief,
Chicago, Mrs. Lavinia Schwartz, 75 East
Wacker Drive, Andover 5727.

Station Relations Regional Chiefs: Atlanta
3, Madeline Chace, 1729 Candler Bldg.,
Walnut 4121; Boston 8, Walter Hackett,
17 Court St., Lafayette 7500; Chicago 1,
Mrs. Lavinia Schwartz, 75 East Wacker
Drive, Andover 5727; Cleveland 14, Alfred
H. Llewellyn, 728 Union Commerce Bldg.,
Cherry 7913; Dallas 1, David Russell,
1023 Mercantile Bank Bldg., Riverside
8711; Denver 2, Ben Bezoff, 444 17th St.,
Tabor 3173; Kansas City 6, Jerry A.
Deane, 1509 Fidelity Bldg., Harrison 6464;
Minneapolis 1, Mrs. Hayle S. Cavanor,
205 Midland Bank Bldg., Main 3244; New
York 16, Harry Levin, 280 Madison Ave.,
Murray Hill 3-6800; Philadelphia 7,
Broughton Tall, 814 Stephen Girard
Bldg., 21 S. Twelfth St., Rittenhouse
9420; Richmond 19, Walter Huffington,
19 N. Seventh St., 7-1841; San Francisco 3,
Lou Keplinger, Western Merchandise
Mart, 1355 Market St., Klondike 2-2300;
Los Angeles 13, Jane Alvies 510 Broad-
way Arcade Bldg., Madison 8743.

Regional Consultants to Radio Bureau:
Harold E. Fellows, Station WEEI, Boston,
Mass.; Arthur Hull Hayes, Station WABC,
485 Madison Ave., New York 22; Leon
Levy, Station WCAU, Philadelphia, Pa.;
Richard Mason, Station WPTF, Raleigh,
N. C.; John Rivers, Station WCSC,
Charleston, S. C.; James H. Moore, Sta-
tion WLSL, Roanoke, Virginia; John
Outler, Station WSB, Atlanta, Ga.; Henry
Slavick, Station WMC, Memphis, Tenn.;
H. K. Carpenter, Station WHK (WCLE),
Cleveland, Ohio; Leo Fitzpatrick, Station
WJR, Detroit, Mich.; Leslie C. Johnson,
Station WHBF, Rock Island, Ill.; C. J.
Lanphier, Station WEMP, Milwaukee,
Wis.; Ed Borroff, The Blue Network,
Merchandise Mart, Chicago, Ill.; Hugh
Feltis, KOIL Omaha, Neb.; Kenneth M.
Hance, KSTP St. Paul, Minn.; Robert
Enoch, KTOC, Oklahoma City, Okla.;
Martin Campbell, WFAA WBAP, Dallas,
Ft. Worth; John McCormack, KWKH
KTBS, Shreveport, La.; Karl O. Wyler,
KTSM, El Paso; Robert Hudson, Dir.,
Rocky Mountain Radio Council, 21 E.
18th Ave., Denver; Frank Quinn, KOB
Albuquerque, N. Mex.; Mrs. Georgia
Phillips, KIDO Boise, Idaho; Arthur
Mosby, Station KGVO Missoula, Mont.;
Arthur Westlund, KRE Berkeley, Cal.;
Lawrence W. McDowell, KFOX, Long
Beach, Cal.; Dick Lewis, KTAR Phoenix,
Ariz.; Sheldon F. Sackett, KOOS Marsh-
field, Ore.; Robert S. Nichols, KEVR
Seattle, Wash.

Overseas Branch Director: Edward W. Bar-
rett. Executive Director, Thurman L.
Barnard. Communications Facilities Bu-
reau: Chief, James O. Weldon; Fred H.
Trimmer, Assistant to the Chief. Engi-
neering Division: Chief, Charles L. Jef-
fers.

OFFICE OF WAR MOBILIZATION AND RECONVERSION

East Wing, White House
National 1414

Director: James F. Byrnes.
Special Assistant: Walter Brown.
Administrative Officer: Cassie Connor.

NAVY DEPARTMENT

18th and Constitution Ave.
REpublic 7400

Office of Public Relations: Director, Rear
Adm. Aaron S. Merrill.

Radio Section, Office of Public Relations:
Chief, Lt. Comdr. J. H. Hartley; Execu-
tive Officer, Lt. Comdr. Charles E. Dillon;
Assistants, Lt. R. H. McIlwaine, Lt.
Hazel K. Markel (WR), Lt. Arthur
Kurlan; Lt. M. F. Royston, Engineer;
Assistant to Engr., Lt. J. M. Murray;
Administrative Officer, Lt. (j.g.) L. D.
Frazer (WR).

New York Branch, 580 Fifth Ave. Lt.
Thayer Cumings, Lt. Armand S. Deutsch,
Raymond Katz, Y 1/c.

NATIONAL WAR LABOR BOARD

Labor Dept. Bldg.
14th and Constitution Ave.
REpublic 7500

Chairman: William H. Davis.

Regional Chairmen: Boston, Saul Wallen,
209 Washington St.; New York, T. L.
Norton, 220 E. 42nd St.; Philadelphia,
Sylvester Garrett, Girard Bldg.; Atlanta,
M. T. Van Hecke, P. O. Box 1322; Cleve-
land, Frederick H. Bullen, Guardian
Bldg.; Chicago, Edgar L. Warren, 332 S.
Michigan Ave.; Kansas City, Paul F.
Nachtman, Fidelity Bldg.; Dallas, Wales
H. Madden, Mercantile Bank Bldg.; Den-
ver, J. Glenn Donaldson, Paramount
Bldg.; San Francisco, Thomas F. Neblett,
1355 Market St.; Detroit, Louis C. Mir-
ani, Penobscot Bldg.; Seattle, Dr. George
B. Noble, 1411 4th Ave.

STATE DEPARTMENT

17th and Pennsylvania Ave.
REpublic 5600

Secretary of State: Edward R. Stettinius.

Assistant Secretary in Charge of Public and
Cultural Relations, Archibald MacLeish.

Office of Transportation and Communica-
tions: Telecommunications Director, Fran-
cis Colt DeWolf, Chief; Harvey B. Otter-
man, George R. Canty, Assistant Chiefs.

Division of Cultural Cooperation: Chief,
Bryn J. Hoode.

TREASURY DEPARTMENT

15th St. and Pennsylvania Ave.
EXecutive 6400

War Finance Division: National Director,
Ted R. Gamble.

Radio Section: Chief, Robert J. Smith.

Staff: Shirley Burke (New York), Morton
A. Millman, Ruth Girard, Maebeth S.
Mock, Lillie R. Tavener.

Radio Information Unit: Chief, Bernard
W. Molohon.

U. S. MARITIME COMMISSION

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
EXecutive 3340

Division of Public Relations: Director, Rob-
ert W. Horton.

Radio Section: Robert M. Miller in charge.

WAR ADVERTISING COUNCIL

11 W. 42nd St., New York 18
(Headquarters)
Bryant 9-3641

Chairman: Harold B. Thomas.

Vice Chairmen: Kerwin H. Fulton, William
Reydel, Paul West.

Secretary-Treasurer: Frederick Gambler.

Director of Information: Irwin Robinson.

Office Manager: Douglas Meldrum.

Staff Managers: Guy Lemmon, Edwin Per-
rin, Evelyn Blewett, Jean Flinner,
Charles W. Alexander.

Washington Office
1010 Vermont Ave., N. W.
District 9043

Executive Director: Theodore S. Repplier.
Staff Manager: Allan M. Wilson.

WAR DEPARTMENT

Pentagon Bldg.
REpublic 6700

Bureau of Public Relations: Director, Maj.
Gen. A. D. Surlis.

Radio Branch, Bureau of Public Relations:
Chief, Col. E. M. Kirby.

Information and Education Division, Armed
Forces Radio Service: Commanding Of-
ficer, Col. Thomas H. A. Lewis, 6011 Santa
Monica Blvd., Los Angeles; Officer in
Charge, Radio section, Washington office,
Lt. Col. H. M. Jackson; Officer in Charge,
New York office, Capt. Frank King; Of-
ficer in Charge, San Francisco office, Lt.
Robert Thomas; Radio Liaison, Maj. Wil-
liam P. Mullen; Troop Information, Lt.
Col. True Boardman; Shortwave, Maj.
J. C. Hermann; Broadcast Service, Maj.
Purnell H. Gould; Hospital Service, Maj.
M. R. Buck; Executive Officer, Maj. M. T.
Work; Asst. Executive Officer, Lt. F.
V. Cowing; Radio Equipment, Maj. G.
J. Rohrich; Censorship, Lt. F. J. Seeley;
Spot Announcements, Lt. Gerald Tan-
nenbaum; Technical Standards, Lt. B. C.
Boatright; Music, Maj. Meredith Willson;
Education Unit, Lt. David E. Friedkin.

WAR PRODUCTION BOARD

Social Security Bldg.
REpublic 7500

Radio & Radar Division: Acting Director,
Ray C. Ellis; Domestic and Foreign
Branch: Chief, John Creutz.

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

With Executive Radio Personnel and Radio Accounts

A

WILLIAM HART ADLER INC.
720 N. Michigan Ave., Chicago 11
Tel.: Superior 7785
Radio Dept.: Frances Durst, radio director

ADVERTISERS' SERVICE
229 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 6383
Radio Dept.: V. A. Fleischmann, president;
J. W. Martin, H. R. Langlie, account executives.

ADVERTISING-BUSINESS AGENCY
1213 Throckmorton St., Farth Worth 2, Texas
Tel.: 3-2421
Radio Dept.: H. W. Johnson, Thomas L. Yates, account executives.
Radio Accounts: Universal Mills; Haltom's Jewelers.

ADVERTISING INC.
Central Natl. Bldg., Richmond 19, Va.
Tel.: 3-2809
Radio Dept.: Alicia G. Smithers, radio director; J. Lynn Miller, account executive.
Radio Accounts: Va. Electric & Power Co.; Jacobs & Levy.

ADRIAN BAUER ADV.
1717 Sansom St., Philadelphia
Tel.: Rittenhouse 4331
Radio Dept.: Adrian Bauer, radio director.

ADVERTISING TRADE SERVICE
303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800
Radio Dept.: Ralph B. Halley, radio director & timebuyer.

AGENCY SERVICE CORP.
66 E. South Water St., Chicago 1
Tel.: Central 5255
Radio Dept.: Earl E. Sproul, president.

AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 7810
Radio Dept.: H. H. Kynett, timebuyer; D. B. Langan, production.

R. H. ALBER CO.
1151 S. Broadway, Los Angeles 15
Tel.: Prospect 3331
Radio Dept.: R. H. Alber, president; Pauline Hagen, spot timebuyer.
Radio Accounts: Gospel Broadcasting Assn.

ALLEN HEATON & McDONALD
Enquirer Bldg., Cincinnati 2
Tel.: Cherry 3414
Radio Dept.: Douglas M. Allen, account executives.
Radio Account: Art Dry Cleaning Co.

ALLEN & REYNOLDS
Insurance Bldg., Omaha 2
Tel.: Atlantic 4445
Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives; Harry Walsh.

ALLEY & RICHARDS CO.
370 Lexington Ave., New York 17
Tel.: Lexington 2-3020
Radio Dept.: H. M. Billerbeck, partner, radio director & timebuyer; Charles A. Holcomb, account executive.
Boston 16—Stotler Bldg. Tel.: Hubbard 8850
George H. Boyer, radio director; Longley C. Keyes, account executive.
Radio Accounts: R. C. Williams & Co. Inc.; Allen V. Smith Co. Inc.; Bait, Dalton & Church; Glenwood Range Co.; Kennedy's Inc.

ALLIED ADV. AGENCIES
167 Vermont Ave., Los Angeles 4
Tel.: Drexel 7331
Radio Dept.: Fehr Gardner, owner & account executive; Walter K. McCreery, gen'l manager & acct executive; Donald F. Martin, resident manager; Charles B. Ganz, Howard Esary, Richard Bartlett, John Bradley, account executives; Shirley Peron, timebuyer; Mayfield Kaylor, production manager; Bill Welsh, ass't production manager; Lee Wood Goldsmith, Allan McKee, writer-producers.
San Francisco 3—5 Third St. Tel.: Douglas 7018. H. H. Hindley, resident manager & account executive; Lowell Smith, radio

director & timebuyer; Victor Ueberhorst, account executive.

Seattle 1—Northern Life Tower Bldg. Tel.: Elliott 0936. Arthur Moore, resident manager & account executive; Grant Merrill, account executive.

Radio Accounts: Furnbuilt Clothes; Shipstead & Johnson; Ice Capades Inc.; Charles Studios; Monogram Pictures Corp.; West Pico Furniture Co.; California Mission-Pak Co.; Gotham Restaurant; Susan's Babies Studios; John E. Reed. San Francisco Accounts: Winterland Auditorium Inc.; Blindcraft; Simpson Co.; San Francisco Chronicle; Merrill's Drugs. Seattle Accounts: Hamrick-Evergreen Theatres; Seattle Ice Arena; Matheny-Bocon Lumber Co.; Arden Farms.

AMBRO ADV. AGENCY
Dows Bldg., Cedar Rapids, Ia.
Tel.: 4139
Radio Dept.: H. J. Rowe, A. O. Ambroz, account executives.

MERRILL ANDERSON CO.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045
Radio Dept.: George Piggatt, Edward S. Johnson Jr, timebuyers; Gertrude Conroy, Merrill Anderson, account executives.
Radio Accounts: Syracuse Trust Co.; Onondaga County Savings Bank; National Bank of Commerce; Wachovia Bank & Trust Co.

ANDERSON, DAVIS & PLATTE INC.
50 Rockefeller Plaza, New York 20
Tel.: Columbus 5-4868
Radio Dept.: L. G. Van Akin, treasurer, radio director & timebuyer; Karl Knipe, television director.
Washington 5—821 15th Street N. W. Tel.: National 7142. George Doying, manager.

ANFENGER ADV. AGENCY
1705 Olive St., St. Louis 3
Tel.: Chestnut 6380
Radio Dept.: Vernon L. Morelock, radio & television director; H. G. Till, George L. Prater, Geo. A. Volz, G. Gordon Hertslet, Walter Winius, account executives; Ray D. Williams, Lynn Westbury Brown.
New Orleans 12—Canal Bldg. Tel.: Raymond 0845. Bill Bryon, radio director.
Radio Accounts: Wanzel Tent & Duck Co.; American Packing Co.; Merit Clothing Co.; Falls City Brewing Co.; Hotel Jefferson; Lion Oil Co.; Jackson Brewing Co.; Reardon Co.; Seven-Up Bottling Co.

ANIOL & AULD
Transit Tower, San Antonio 5
Tel.: Fannin 9148
Radio Dept.: Claude B. Aniol, president; Jack Millburg, account executive.

ARBEE AGENCY INC.
3229 Wabash Ave., Terre Haute, Ind.
Tel.: Crawford 3563
Radio Dept.: W. L. Smith, manager; W. Rex Bell, account executive.
Radio Accounts: Toastmaster Baking Co.

JOHN FALKNER ARNDT & CO.
Lewis Tower, Philadelphia 2
Tel.: Pennypacker 3540
Radio Dept.: S. Seymour Preston, radio director.
Soap; North American Dye Corp.; Brylcreem; J. C. Eno Ltd.; Phelps Dodge Refining Corp.; Scott's Emulsion.

ARTWIL ADV. CO.
22 W. 48th St., New York 19
Tel.: Medallion 3-0813
Radio Dept.: Arthur Bondman, account executive.
Radio Accounts: Ono-Haler Co. Inc.; Henry George School.

ASSOCIATED ADV. AGENCY
Fla. Natl. Bank Bldg., Jacksonville 2
Tel.: 3-1253
Radio Dept.: Hunter Lynde, radio director, timebuyer.
Radio Accounts: Foremost Dairies Inc.; Jax Brewing Co.

ASSOCIATED BROADCASTING CO.
817 E. 92nd St., Chicago 19
Tel.: Triangle 2244
Radio Dept.: Frank J. Kovach, radio director.

ARROW ADV. AGENCY
79 Wall St., New York 5
Tel.: Whitehall 4-8193
Radio Dept.: Rosetta Valenti, radio director & timebuyer.

ASSOCIATED ADV. AGENCY
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 6218
Radio Dept.: P. O. Narveson, pres.; A. F. Larson, vice-pres.; Dorothy Graham, radio director & timebuyer.
Radio Accounts: Poppy Foods Products Co.; Party Snacks Co.; Utter-McKinley; Peerless Lathery Co.

ATHURTON & CURRIER
420 Lexington Ave., New York 17
Tel.: Mohawk 4-8795
Radio Dept.: J. W. Atherton, president & account executive; W. T. Tiemon, timebuyer; J. D. Molnar, program director.
Toronto, Ont.—100 W. Adelaide St. Tel.: Adelaide 5418. O. F. Burkhart, manager.
Radio Accounts: Beecham's Pills; Cuticura

E. EMMET ATKINSON ADV.
Parkway Bldg., Pasadena 1, Cal.
Tel.: Sycamore 3-0811
Radio Dept.: Bob Atkinson, radio director; Marian Lee, chief timebuyer; Ted Gates, account executive.
Radio Accounts: National Soap; Maryland Studios; Pierre's; Nutritional Research Products; Zymolac-Zymogel; Papaya-Mint Tea; Mark Ezra Co.

AUBREY, MOORE & WALLACE INC.
230 N. Michigan Ave., Chicago 1
Tel.: Randolph 0830
Radio Dept.: Jack North, radio director and timebuyer.
N. W. AYER & SON
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
Radio Dept.: H. L. McClinton, vice-pres. in charge of radio; Robert Collins, manager; Clarence Cosby, chief timebuyer; Paul Kizenberger, timebuyer; Thomas J. McDermott, business manager; Max Wylie, production supervisor; Morge Kerr, talent; Philip A. Young, copy chief; Wauhillou La Hay, publicity; Rosalie Frank, promotion; Don McClure, television director; John B. Hunter, Wallace Orr, Peggy Le Boutillier, Edward R. Dunning, Jim Hauck, Lyman Clark, Potter Darrow, Charles Hogan, Arthur White, Edwin M. Scott, account executives.
Chicago 3—135 S. LaSalle St. Tel.: Randolph 3456. Sterling E. Peacock, vice-pres.
Boston 16—Stotler Bldg. Tel.: Hubbard 4970. E. Craig Greiner, vice-pres.
Hollywood 28—Taft Bldg. Tel.: Granite 3697. Herbert C. Sanford, manager.
San Francisco 4—235 Montgomery St. Tel.: Sutter 2534. Carl J. Eastman, vice-pres.
Philadelphia 6—West Washington Sq. Tel.: Lombard 0100. H. A. Batten, pres.
Detroit 26—Penobscot Bldg. Tel.: Randolph 3800. Jack Henry, manager.
Radio Accounts: American Telephone & Telegraph Co.; Cliquot Club Co.; De Beers Consolidated Mines; Electric Companies Adv. Program; Goodyear Engineering Corp.; Hawaiian Pineapple Co.; Dr. Hess & Clark Inc.; Charles E. Hires Co.; Illinois Bell Telephone Co.; Sheffield Farms Co.; Supplée-Wills-Jones Milk Co.; United Drug Co.; Wyodatte Chemical Corp.; Television Account: Atlantic Refining Co.

B

BADGER & BROWNING & HERSEY
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720
Radio Dept.: H. W. Mallinson, Jr., vice-president; J. D. Knap Jr., Genevieve Schubert, Marie H. Missing.
Boston—75 Federal St. Tel.: Liberty 3364. F. S. Browning, treasurer.

S. C. BAER CO.
Times-Star Tower, Cincinnati 2
Tel.: Parkway 0409
Radio Dept.: S. C. Baer, president; J. C. McCoy, vice-president and account executive.

BALDWIN & STRACHAN INC.
374 Delaware Ave., Buffalo 2
Tel.: Washington 6854
Radio Dept.: John F. Higgins, radio and television director.

Radio Accounts: Widmer's Wine Cellars; Sears, Roebuck & Co.; Triple A Tablets Co.; Iroquois Beverage Corp.; O'Rourke Baking Co.; Rochester & Pittsburgh Coal Co.; Sattler's Inc.; Seven-Up Co.; S. R. Gerber Sausage Co.

JOHN BARNES ADV.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 2933
Radio Dept.: John Barnes, president and radio director; Al Herr, account executive; Edith R. Thompson, continuity.
Radio Accounts: Mrs. Karl's Bakeries, Wisconsin Ice & Coal Co.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771
Radio Dept.: Paul Terry, manager; Mary Glen Phalen, copywriter; Ruth Alstedt, account executive.
Los Angeles 15—1121 So. Hill. Tel.: Prospect 4118. E. W. Rudledge, manager.

BARRONS ADVERTISING CO.
1737 McGee, Kansas City 8
Tel.: Harrison 7730
Radio Dept.: Wheeler Godfrey, president & timebuyer; Frank H. Little, vice-president & account executive.
Radio Accounts: Sodiphene Co.; Sulpha-Septic Products; Midwest Wool Marketing Cooperative; National Protective Insurance Co.; Nourse Oil Co.; Seidlitz Paint & Varnish Co.; Stemmons Mfg. Co.

STUART BART ADV.
114 E. 32nd St., New York
Tel.: Lexington 2-2323
Radio Dept.: Betsy Ross, radio director & timebuyer.

G. M. BASFORD CO.
60 E. 42nd St., New York 17
Tel.: Murray Hill 2-2838
Radio Dept.: Henry R. Wobel, radio director & timebuyer.
Radio Accounts: Tidewater Associated Oil Co. (Veedol Motor Oil) (Export Division).

TED BATES INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-9700
Radio Dept.: Edgor Small, vice-pres. & director of media; Tom Revere, vice-pres. & radio director; Richard Mann, MacDonald Dunbar, Betty R. Bruns, timebuyers.
Radio Accounts: Carter Products Inc. (Carter's Little Liver Pills); Colgate-Palmolive-Peet Co. (Palmolive Brushless Shave Cream, Colgate Dental Cream); Continental Baking Co. (Wonder Bread, Hostess Cakes).

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Radio Dept.: Arthur Pryor Jr., vice-pres. in charge of radio; Oliver Presbrey, asst. radio director; Frank Silvernail, chief timebuyer; H. R. Milan, Eleanor Scanlan, J. J. Moore, timebuyers; Gertrude Scanlan, local radio manager; George Kondiof, chief script editor; Ted Long, television director; W. F. Moore, Wm. O'Donnell, Maurice Collette, J. D. Danforth, Frank Mahoney, S. A. Harned, Donald Vesley, Clifford Sutter, John Johns, Edward Hasp, L. H. Sherrill, account executives.
Boston 16—20 Providence St. Tel.: Hubbard 0430. Francis W. Hatch, vice-pres.; Geo. L. Matheson, Francis T. Baldwin, Laurence O. Pratt, account executives.
Buffalo 3—Rand Bldg. Tel.: Cleveland 7915. Stanley P. Irvin, vice-pres.; Alan D. Lehmann, Dale Costo, Carl H. Davis, account executives.
Chicago 11—919 N. Michigan Ave. Tel.: Superior 9200. Robert B. Barton, vice-pres.; Donald H. King, Kenneth W. Ellis, William Purcell, account executives; Russell Tolg, timebuyer.
Cleveland 13—1515 Terminal Tower. Tel.: Prospect 3621. Clarence L. Davis, vice-pres. & account executive.
Hollywood 28—1680 N. Vine St. Tel.: Hollywood 7337. Wayne Tiss, vice-pres.
Los Angeles 14—523 W. 6th St. Tel.: Michigan 1354. W. B. Gessinger, vice-pres. & account executive; Howard Almon, Harold Patterson, Edward T. Clark, account executives; Mark Mulligan, timebuyer.
Minneapolis 2—N. W. Bank Bldg. Tel.: Bridgeport 8381. J. C. Cornelius, exec. v. p. chg. Western Offices; H. H. Haupt, vice-pres.; Edward A. Coshin, Algot Swanson, Alan M. Shearer, Bob Chaney, account executives; Hale Byers, timebuyer.

(Continued on page 202)

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 201)

Pittsburgh 19—Grant Bldg. Tel: Grant 8060. Leon D. Hansen, vice-pres.; Faris Feland, Thomas Rigness, timebuyers.

San Francisco 4—Russ Bldg. Tel: Garfield 1017. C. H. Ferguson, vice-pres.; Anthony W. Nealy, account executive; Paul Russell, timebuyer.

Radio Accounts: Armstrong Cork Co.; Continental Can Co.; I. E. Du Pont de Nemours & Co.; Ethyl Corp.; General Baking Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Nehi Corp.; N. Y. Telephone Co.; Penick & Ford, Ltd.; Reader's Digest Ass'n.; F. & M. Schoefer Brewing Co.; Servel, Inc.; E. R. Squibb & Sons; Walth & Bond, Inc.; United Fruit; Boston Edison Co.; First Nat'l Bank of Boston; Southern New England Telephone Co.; Underwood Co.; Wildroot Co.; Corning Glass; Marine Midland Group Inc.; Household Finance Corp.; Murline Co. Inc.; Hart Schaffner & Marx; General Electric Co.; Cresta Blanca Wine Co.; Dubonnet Corp.; Golden State Co., Ltd.; Lyon Van & Storage; Western Auto Supply Co.; North American Aviation; Port-Pak; Cream of Wheat Corp.; Gamble Stores, Inc.; Minneapolis Brewing Co.; Northwestern Bell Telephone; North Star Waalen Mills; Fort Pitt Brewing Co.; U. S. Steel; Standard Oil Co. of Calif.

BAYARD & ECCLESTON

609 S. Grand Ave., Los Angeles 14
Tel.: Trinity 3206

Radio Dept.: J. W. Eccleston, Jr., director; Walter L. Jensen, producer; Ann Thompson Smith, publicity; J. Bayard, account executive.

Radio Accounts: Veterans of Foreign Wars—California; Meat-Y-Fresh Pet Food Co.

BAYLESS-KERR CO.

Hanna Bldg., Cleveland 15
Tel.: Main 0917

Radio Dept. H. D. Falls, account executive. Radio Accounts: Cleveland Cleaner & Paste Co.

BEAUMONT & HOHMAN INC.

6 N. Michigan Ave. Chicago 2
Tel: Central 4230

Radio Dept.: Guy Davis, radio director; Lois Rea, production manager.

Atlanta 3—32 Peachtree St. NW. Tel: Main 4770. J. J. Hanno, radio director.

Charleston 1—Knight Bldg. Tel: 34-431. H. L. Lonca, radio director.

Cleveland 14—NBC Bldg. Tel: Cherry 3658. T. R. McCabe, radio director.

Dallas 1—Tower Petroleum Bldg. Tel: 2-5388. Paul H. Leach, radio director.

Kansas City 6—1016 Baltimore Ave. Tel: Victor 3063. Les Mayes, radio director.

Detroit 26—Book Tower. Tel: Cherry 4409. Irene Bacon, radio director.

Los Angeles 13—816 W. 5th St. Tel: Trinity 8173. Douglas R. Young, radio director.

New York 20—630 Fifth Ave. Tel: Circle 6-7040. Ivon Belliker, radio director.

Portland 4, Ore.—Pacific Bldg. Tel: Beacon 5151. Etwood Enke, radio director.

San Francisco 4—Russ Bldg. Tel: Garfield 0846. H. D. Cayford, radio director.

Seattle 4—4th & Cherry Bldg. Tel: Seneca 0066. Marl Bretton, radio director.

JULIAN J. BEHR CO.

Dixie Terminal Bldg. Cincinnati 2
Tel: Cherry 7635

Radio Dept.: I. Schifrin, radio director; J. J. Behr.

Radio Accounts: Goldsmith Chain Stores; Eckert Dept. Stores; L. M. Prince Co.; Long Jewelry Co.; Levine & Rosenberg; Premium Coal Co.

BENNETT, WALTHER & MENADIER

69 Newbury St., Boston 16
Tel.: Kenmore 3820

Radio Dept.: Nelson Bennett, Edwin C. Whittemore, Laurice T. Moreland, Frederick P. Walther, Jr., account executives.

BENSON & DALL

327 S. LaSalle St. Chicago 4
Tel: Wabash 8435

Radio Dept.: Roland J. Dooley, radio director.

BENTON & BOWLES INC.

444 Madison Ave., New York 22
Tel: Wickersham 2-0400

Radio Dept.: Walter Craig, radio director; Roland Von Nastrand, chief timebuyer; Ruth E. Jones, ass's timebuyer; Herbert Leder, television director; Clarence B. Goshon, Harold F. Douglas, Bill Baker, Frank Smith, Michael E. Carlock, account executives. Hollywood 28—Equitable Life Bldg. Tel: Hillside 9151. Bet' Buckley, manager; Al Kaye, production chief.

Radio Accounts: Best Foods Inc. (Hellmann's Mayonnaise, H-O Oats, Presto Cake Flour, Nucoo); Can Mfrs. Institute; Florida Citrus Commission; General Foods Corp. (Maxwell House Coffee, Post Toasties, Post's 40% Bran Flakes, Post's Raisin Bran, Baker's Chocolate, Diamond Crystal Salt, Certo, Sur-Jell, Log Cabin Syrup); Procter & Gamble Co. (Ivory Snow, P&G White Laundry Soap); Prudential Insurance Co.

BERMINGHAM, CASTLEMAN & PIERCE

136 E. 38th St., New York 16
Tel: Lexington 2-7550

Radio Dept.: George C. Castleman, radio director; Paul Wing, program & television director; Arch Bermingham, Charles Patrick, George Castleman, Paul Wing, account executives.

Radio Accounts: Griffin Mfg. Co.; Cantl Products Corp.; Frank H. Lee Co.; Berst-Forster-Dixfield Co.

BO BERNSTEIN & CO.

26 Custom House St., Providence 3
Tel: Gaspee 6741

Radio Dept.: Nancy G. Nichols, director; Mortha Winn, copy chief.

FRANK BEST & CO.

9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6760

Radio Dept.: Frank Best, president & account executive; I. K. Marks, vice-president & account executive; A. H. Van Buren, radio director.

BOB BETTS ADV.

First National Bank Bldg., Denver 2
Tel.: Main 6782

Radio Dept.: R. J. Betts, radio director and account executive; Dale Hilden, E. Whetstone, account executives.

BIOW CO. INC.

9 Rockefeller Plaza, New York 20
Tel.: Circle 6-9300

Radio Dept.: Frank Barton, radio director; Maria White, chief timebuyer; Harry Spears, television director; C. H. Snyder, Bulova station relations; Sam Suter, Arthur Gold, Edward Wallner, C. H. Wolfe, account executives.

San Francisco—485 California St. Tel: Garfield 3324. John Alden, manager.

Hollywood 23—6111 Sunset Blvd. Tel: Hollywood 1212. H. Calvin Kuhl, radio director.

Radio Accounts: Eversharp Inc.; Phillip Morris & Co.; Lady Esther Ltd.; Roma Wine Co.; Procter & Gamble Co. (Teel Dentifrice, Lava Soap); Bulova Watch Co.; Hillman Periodicals Inc.

BISBERNE ADV. CO.

58 E. Washington St., Chicago 2
Tel.: Randolph 1111

HILL BLACKETT & CO.
221 N. LaSalle St., Chicago 1
Tel.: State 0950

Radio Dept.: Henry Rahmel, radio director; Frank Reed, timebuyer; Alan Wallace, production.

BLACKSTONE CO.

221 W. 57th St., New York 19
Tel.: Circle 7-7827

Radio Dept.: William T. Cavanagh, radio director; Jesse Sandler, Paul Zusmer, scripts; Sally Cavanagh, timebuyer; Jack Steiner, Charles Kondla, Mortimer Curtis, Jean Epstein, Robert Towers, account executives.

Radio Accounts: The Brass Ball; Capablanca, Rogers' Corner; Zanzibar; New York Restaurants; Simon Adler Restaurants; Unicorn Press; Hotels of Sullivan Co.; Century Theatre Circuit; Eureka Shipbuilding Corp.; Bernarr Macfadden Foundation; Pedra & Olga Dance Studios; Fabrikant Bros.

BLAINE-THOMPSON CO.

234 W. 44th St., New York 18
Tel.: Bryant 9-2480

Radio Dept.: Marlo Lewis, vice-president in charge of radio and television; Richard Ash, radio director & timebuyer.

Radio Accounts: Sharp & Shearer; Greenberg Publishers; Warner Bros. Pictures; Select Theatres Corp.

T. BLAKEMORE CO.

Insurance Exchange Bldg., Des Moines 9
Tel.: 2-0221

Radio Dept.: Paul Blakemore, J. S. Hurley, account executives.

BLAKER ADV. AGENCY INC.

501 Madison Ave., New York 22
Tel.: Eldorado 5-7563

Radio Dept.: Jeon Zipser, radio director & timebuyer; Helen Nash, account executive.

Radio Accounts: Stahl-Meyer Inc.; Sell's Planned Foods Inc.

ADOLPH L. BLOCH ADV.

108 N. W. Ninth Ave., Portland 9, Ore.
Tel.: Broadway 5664

CHARLES BLUM ADV.
1120 Spruce St., Philadelphia 7
Tel.: Pennypacker 4424

Radio Dept.: Charles Blum, radio director.

BLUMBERG & CLARICH

31 Union Sq., New York 3
Tel.: Algonquin 4-0897

Radio Dept. H. Blumberg, radio director

W. EARL BOTHWELL ADV.
Standard Life Bldg., Pittsburgh 22
Tel.: Court 1488

Radio Dept.: H. B. Trautman, radio director; Emily Wilson, Betty Birkland.

BOTSFORD, CONSTANTINE & GARDNER
115 S. W. Fourth St., Portland 4
Tel.: Atwater 9541

Seattle 4—Second Ave. Bldg., Tel.: Elliott 3523
San Francisco 4—Russ Bldg. Tel.: Exbrook 7565
Los Angeles 14—629 S. Hill St. Tel.: Michigan 1427. Tom Morris, manager.

STANLEY G. BOYNTON AGENCY
Fisher Bldg., Detroit
Tel.: Trinity 1-2532

Radio Dept.: S. G. Boynton, president; L. C. Boynton, vice-president; Larry Payne, program director; V. V. Cory, sec'y.; C. Taylor, treasurer; Ruth Grinnewald, traffic.

New York, 17 E. 42nd St.
Tel.: Murray Hill 2-0086

Radio Accounts: American Society of Industrial Engineers; Religious programs; National Tennis Matches.

BOZELL & JACOBS INC. (III.)

326 W. Madison St., Chicago 6
Tel.: Central 6505

Radio Dept.: Tim Morrow, radio director and account executive; Ruth Brannan, Nathan E. Jacobs, account executives.

Radio Accounts: Leaf Gum Co.; Chicago Herald-American; Society of American Florists; Arcco Playing Card Co.; Dante Candy Co.; Galter Mfg. Co.; Falcon Camera Co.; E. Greensbaum & Co.

ARTHUR BRAITSCHE ADV.
Hospital Trust Bldg., Providence 3
Tel.: Dexter 5313

Radio Dept.: Arthur Braitsch, director; John A. Lorimer, timebuyer.

J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Tel.: 900

Radio Dept.: J. Carson Brantley, radio director; A. N. Cheney, timebuyer.

MURRAY BREESE ASSOC.
12 E. 41 St., New York 17
Tel.: Ashland 4-2336

Radio Dept.: (Mrs.) Sheila B. Wiese, director and account executive.

Radio Accounts: Artra Cosmetics, Inc.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16
Tel.: Liberty 7751

Radio Dept.: Oscar Bresnick, timebuyer.

Radio Accounts: Suffolk Federal Savings; Dawson's Brewery; Bilrite Rubber Co.

R. C. BRETH INC.

310 Pine St., Green Bay, Wis.
Tel.: Howard 134

Radio Dept.: R. C. Breth, president and account executive.

Radio Accounts: Home Mutual Ins. Co.; Western States Mutual Auto Ins. Co.

BRUCE B. BREWER & CO.

Fidelity Bldg., Kansas City 6
Tel.: Harrison 4890

Radio Dept.: W. J. Woods, radio director and account executive; Bruce B. Brewer, Quentin V. Brewer, M. I. Henderson, account executives.

Radio Accounts: Skinner Mfg. Co.; Nutrena Mills; Faultless Storch Co.; Cook Paint &

ROCKFORD ILLINOIS

1000 WATTS

Blue NETWORK

THE only STATION THAT
WILL DO A JOB FOR YOU IN
ROCKFORD

✓ CHECK WITH HEADLEY-REED

Varnish Co.; Western Auto Supply Co.; Corbee Food Products Co.; Katz Drug Co.; Rockwell Labs.; Chemtest Labs.

BRIGGS & VARLEY INC.

14 E. 48th St., New York 17
Tel.: Wickersham 2-8334
Radio Dept.: Tom Varley, radio director.
Radio Accounts: Davidson Bros. Corporation.

BRISACHER, VAN NORDEN & STAFF

Crocker Bldg., San Francisco 4
Tel.: Garfield 0276
Radio Dept.: Marie Eaton, buyer; Gene Goldsmith, producer; Charles Gabriel, Weston Seftlimer, Walton Burdum, account executives.

New York 17-250 Park Ave. Tel.: Plaza 8-1634. James P. Darum, manager.
Los Angeles 15-Petroleum Bldg. Tel.: Prospect 9368. R. T. Van Norden, vice-pres.

BROADCAST ADVERTISING INC.

8 Newbury St., Boston 16
Tel.: Kenmore 0854
Radio Dept.: J. E. Murley, J. J. Manning, account executives; Marjorie Mills, Eugene P. Gieringer, Carolyn Fuller.
Radio Accounts: R. G. Sullivan Inc.; Liggett Drug Co.; Hy-Trous Sales Co.; American Fireworks Co.

BROADCAST ADV. CO.

3055 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1339
Radio Dept.: Van C. Newkirk, owner and radio director; Betty Culbert, office manager.
Radio Accounts: Crew of the Good Ship Grace Inc.; Floyd B. Johnson & His King's Ambassadors; Grace Dotson; Calvary Assembly.

BROOKE, SMITH, FRENCH & DORRANCE

82 E. Hancock Ave., Detroit 1
Tel.: Columbia 0860
Radio Dept.: Maulton H. Farnham, executive charge of radio.
New York 17-52 Vanderbilt Ave. Tel.: Murray Hill 6-1800.

BROOKES & SONS CO.

801 S. Wells St., Chicago 7
Tel.: Harrison 9470
Radio Dept.: Marguerite Heinrichs, radio director.
Radio Accounts: Gulbransen Co.

BROOKS ADV. AGENCY

416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
Radio Dept.: A. R. Brooks, account executive and timebuyer; Ann Miller, copywriter; Rose A. Kandel, secretary.

S. M. BROOKS ADV. AGENCY

Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874
Radio Dept.: Earl L. Saunders, vice-president and radio director.

C. FRANKLIN BROWN & CO.

20 N. Wacker Drive, Chicago 6
Tel.: Central 5377
Radio Dept.: O. Gygi, radio director; C. F. Brown.

E. H. BROWN ADV. AGENCY

Merchandise Mar., Chicago 4
Tel.: Delaware 8333
Radio Dept.: Harry Schneiderman, E. H. Brown, R. A. Burleigh, account executives.

E. L. BROWN ADV.

1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 7510
Radio Dept.: Ernest Greenfield, radio director.

BURTON BROWNE ADV.

150 E. Superior St., Chicago 11
Tel.: Delaware 3800
Radio Dept.: T. Bryce Sprull, timebuyer; Frank Tyson, Paul D. Bezarian, Burton Brown, Frank Walsh, F. Clifford Estey, account executives.
Radio Accounts: Raytheon Mfg. Corp.; Dearborn Sove Co.

FRANKLIN BRUCK ADV. CORP.

1270 6th Ave., New York 20
Tel.: Circle 7-7661
Radio Dept.: M. J. Kleinfeld, radio director and account executive; Milton J. Lurin, television director; Roe Elbroch, timebuyer; Howard Blake, producer; M. Heineman, account executive.

Los Angeles 28-5874 Hollywood Blvd. Tel.: Gladstone 2975.
Radio Accounts: North American Accident Ins. Co.; Adler Shoes.

BUCHANAN & CO.

1501 Broadway, New York 18
Tel.: Madollion 3-3380
Radio Dept.: Jack Wyatt, director of radio and television; Nat Strom, business manager; T. S. Buchanan, president and account executive; Arthur Ramsdell, account executive.
Chicago 11-919 N. Michigan Ave. Tel.: Delaware 5522. George Enzinger, executive vice-president & account executive.
Los Angeles 13-427 W. Fifth. Tel.: Mutual 6316. Fred M. Jordan, 1st vice-president.
San Francisco-115 Montgomery St. Tel.: Yukon 2802.
Radio Accounts: The Texas Co.; The Formfit Co.; Adam Hat Stores.

BUCHANAN-THOMAS ADV. CO.

412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
Radio Dept.: Adom Reinemund, radio director and account executive; C. Coe Buchanan, J. C. Buchanan, L. H. Thomas, account executives.

THE BUCHEN CO.

400 W. Madison St., Chicago 6
Tel.: Randolph 9305
Radio Dept.: Herbert K. Butz, Martin G. Reynolds.
Radio Accounts: Wood Conversion Co.; Michigan Natl. Bank; Crane Co.

EARL A. BUCKLEY ORGANIZATION

1600 Arch St., Philadelphia 3
Tel.: Rittenhouse 0180
Radio Dept.: Earl A. Buckley, radio director.

BURNET-KUHN ADV.

520 N. Michigan Ave., Chicago 11
Tel.: Superior 3800
Radio Dept.: Mary Agnes Schroeder, radio director; James H. Kristof.

LEO BURNETT CO.

360 N. Michigan Ave., Chicago 1
Tel.: Central 5959
Radio Dept.: Frank W. Ferrin, vice-president charge of radio; Jack W. Shaw, Charles O. Husting, Norman Levally, Howard Bede, account executives.
Hollywood 28-Equitable Bldg. Tel.: Hempstead 7311. Hobart Donovan, Western representative.
New York 22-743 Fifth Ave. Tel.: Plaza 5-2772. Paul C. Harper, manager.

BYER & BOWMAN

203 E. Broad St., Columbus 15
Tel.: Main 3276
Radio Dept.: Herbert Byer, director.

RICHARD W. BYRNE ADV.

57 Post St., San Francisco
Tel.: Exbrook 5183
Radio Dept.: Richard W. Byrne.
Radio Accounts: Marin Dairymen Milk Co., Ltd.

BYRUM ADV. AGENCY

1829 Champa St., Denver 2
Tel.: Tabor 7745
Radio Dept.: Russell Byrum, owner.
Radio Accounts: Purity Creameries Inc.; Association of Evangelicals.

C

HAROLD CABOT & CO.

24 Milk St., Boston 9
Tel.: Hancock 7690
Radio Dept.: Aurelia T. Griffith, timebuyer; William J. Ganick, Donald D. Douglass, Russell Hunt, account executives.
Portland, Me.-120 Exchange St. Tel.: 3-5962. Frank Black, manager.
Radio Accounts: Douglas Shoe Co.; H. P. Hood & Sons; Boston & Maine R. R.

CADDEN-ALLEN ADV. AGENCY

203 S. Court, Montgomery, Ala.
Tel.: Dial 4468
Radio Dept.: John S. Allen.

CAHN, MILLER INC.

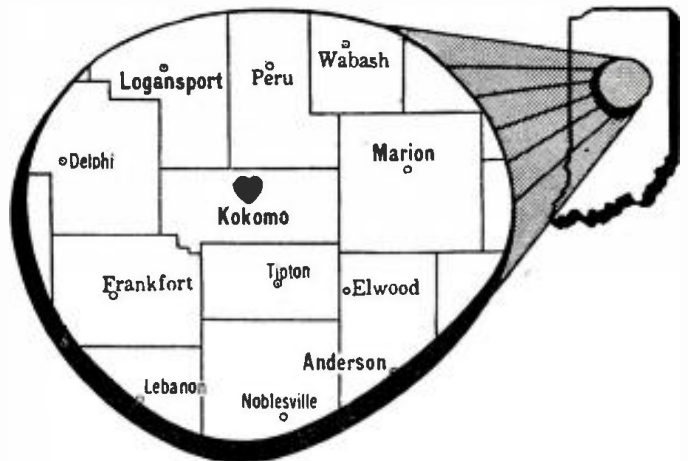
413 N. Charles St., Baltimore
Tel.: Saratoga 4466
Radio Dept.: C. LeRoy Miller, radio executive; Louis F. Cahn, George Getman, account executives.
Radio Accounts: Chatham HomeSpuns; Popular Club (Gingeral); Jarman Motors; Fraternity Federal Building and Loan Co.; Hess Shoes; Read Drug & Chemical Co.; May Co.; New Deal Optical Co.

(Continued on page 204)

WKMO

Dominates

ALL INDIANA STATIONS IN THE LISTENING HABITS OF ITS AUDIENCE!



A comprehensive survey just completed by Bee Angell and Associates clearly shows that WKMO—with coverage in 15 counties* at the Heart of Indiana's Rich Farming and Industrial area—tops all Indiana stations in ability to attract and hold its listeners.



Outstanding features of the Columbia Broadcasting System supplemented with top-notch local and public service programs on WKMO, provide you, as an advertiser, not just 250 watts of power, but a big pre-sold audience . . . a rich market in which this station is the dominant factor.

***COUNTIES COVERED:** Blackford, Boone, Carroll, Cass, Clinton, Delaware, Grant, Hamilton, Howard, Huntington, Madison, Miami, Tippecanoe, Tipton, Wabash.

For a Copy of the Survey and other information, write or call John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind. or contact our National Representative, HOWARD H. WILSON COMPANY: Chicago, New York City, Hollywood, San Francisco, Seattle.

Boost Sales . . . Spot Your Show on

WKMO

Affiliated with the Columbia Broadcasting System

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 203)

CALDWELL-BAKER CO.
1204 Merchants Bank Bldg. Indianapolis 4
Tel.: Market 7440-7449
Radio Dept.: C. Morrison Davis, vice-president;
C. M. Aldred, H. C. Caldwell, account
executives.
Radio Accounts: M. O'Connor Co.; Sun
Rayed Co.

CALHOUN ADV. AGENCY
Colorado Bldg., Denver 2
Tel.: Main 5059

CALKINS & HOLDEN
247 Park Ave., New York 17
Tel.: Wickersham 2-6900
Radio Dept.: R. P. Clayberger, manager radio
& television; Chester H. Miller, director of
programs.
Chicago 1-333 N. Michigan Ave. Tel.; Ran-
dolph 3831. R. A. Washburn, manager
Radio Accounts: Oakite Products Inc.; Stoke-
ley-Van Camp's Inc.; George Weston Ltd.

CALLO-McNAMARA, SCHOENEICH INC.
349 E. 149th St., New York 51
Tel.: Mott Haven 9-6300
Radio Dept.: Joseph F. Callo, radio director;
Paul Kelly, production manager; J. A. Mc-
Namara, timebuyer.
Ossining, N. Y.—First Nat'l Bank Bldg. M.
Hayden, radio director & manager.
Radio Accounts: Rogers Department Store;
Bronx County Trust Co.; Clean-O Chemical
Co.; Vogt's Ice Cream Co.

CARL CALMAN INC.
55 W. 42nd St., New York
Tel.: Wisconsin 7-1005
Radio Dept.: Carl Calman, radio director
& timebuyer.

D. T. CAMPBELL INC.
222 W. Adams St., Chicago 6
Tel.: State 2713

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200
Chicago 1-230 N. Michigan Ave. Tel.: Cen-
tral 1946.

Los Angeles—714 W. Olympic Blvd. Tel.:
Richmond 6204.

CAMPBELL-EWALD CO. INC. (Eastern Division)
10 Rockefeller Plaza, New York 20
Tel.: Circle 7-383
Radio Dept.: R. E. Hackenger, program direc-
tor; E. A. Elliott, timebuyer; George Pamen-
tal, asst. timebuyer; James Mackay, Elmo
Ecker, account executives.
Radio Accounts: U. S. Rubber Co.; Hyatt Bear-
ings Div., General Motors Corp.; Vita Var
Corp.

CAMPBELL-MITHUN, INC.
1370 Northwestern, Minneapolis 2
Tel.: Atlantic 3231
Radio Dept.: L. M. Knopp, radio director.
Chicago 11-1024 Palmolive Bldg. Tel.: Dela-
ware 7553. Jack Rheinstra, vice pres.;
Wm. Ballinger, radio director; Donald
Gardner, radio copy; Arthur H. Lund,
timebuyer.

CAMPBELL-SANFORD ADV.
1105 Chester Ave., Cleveland 14
Tel.: Prospect 4391
Radio Dept.: Jay P. Garlough, vice-president.
Chicago 5-608 S. Dearborn St. Tel.: Wabash
6770. William Smith, manager.
New York 17-342 Madison Ave. Tel.: Murray
Hill 2-8397. Conklin Mann, manager.

SOLIS S. CANTOR ADV.
1600 Walnut St., Philadelphia 13
Tel.: Pennypacker 1626
Radio Dept.: Myrl Polen, production manager;
Shirley Kahn, detail division; Solis S. Cantor,
president and account executive.
Radio Accounts: David T. Robinson Co.

CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 6016
Radio Dept.: W. E. Gibson, buyer; R. N.
Hortling, vice-president, sec'y and treas;
Don J. Powers, David P. Lewis, account
executives.
Omaha—1504 Dodge St. Tel.: Jackson 1107.
L. M. Branch, vice-president.

Los Angeles—412 W. 6th St. Tel.: Mutual
4143. A. M. Caron, manager.

New York—535 Fifth Ave. Tel.: Lexington
2-0850. L. B. Clarke, vice-president.
Radio Accounts: Chicago & North Western
Railway; Union Pacific Railroad.

RAY CARR ORGANIZATION
Citizens Bank Bldg., Portland 14
Tel.: Vermont 2177
Radio Dept.: George M. Couche, production
manager; Robert L. Leaming, account execu-
tive.

CARTER-OWENS ADV.
609 Minnesota, Kansas City 12, Kan.
Tel.: Drexel 3077
Radio Dept.: W. G. Rowe, radio director;
(Miss) Lee Hall, manager; Charles Carter,
account executive.
Radio Accounts: Helzberg's; Inter-State Bldg.
& Loan Assn.; Marshall's Auto Stores; George
Rushton Baking Co.

R. H. CARY INC.
Liberty Bldg., Des Moines 9
Tel.: 4-0375
Radio Dept.: Fred A. Reed, radio director;
R. H. Cary, president and chief timebuyer;
Evanne Kardick, timebuyer; A. W. Little,
account executive.
Radio Accounts: Des Moines Ice and Fuel Co.;
Hawkeye Casualty Co.; Oelwein Chemical
Co.; Thompson Hybrid Corn Co.; Tidy House
Products Co.

CASANAVE & PEARSON INC.
1600 Broadway, New York 19
Tel.: Circle 6-1647
Radio Dept.: C. H. Pearson, vice-president
and general manager, charge of radio.

FRANK I. CASH & ASSOC. INC.
350 N. Michigan Ave., Chicago 1
Tel.: Dearborn 8875

CECIL & PRESBREY INC.
247 Park Avenue, New York 17
Tel.: Wickersham 2-8200
Radio Dept.: Harry Parnas, timebuyer; Sam-
uel Dalsimer, H. L. Kneeland, Edward Noakes,
D. C. Thomas, account executives.
Radio Accounts: Black Drug Co.; G. Wash-
ington Broth; Oyster Shell Products Corp.

CENTRAL ADV. CORP.
Board of Trade Bldg., Indianapolis 4
Tel.: Franklin 4731
Radio Dept.: G. Vance Smith, president.

HERBERT CHASON CO.
232 Madison Ave., New York 16
Tel.: Murray Hill 3-6336
Radio Dept.: Herbert Chason, president, radio
director & timebuyer.
Radio Accounts: Mack Drug Co.

CHERNOW CO., INC.
350 Fifth Ave., New York 1
Tel.: Pennsylvania 6-7037

NELSON CHESMAN & CO.
Hamilton Trust Bldg., Chattanooga 8
Tel.: 6-4942
Radio Dept.: Henry Tritschler, president and
account executive; John E. Fontaine, radio
director.
Radio Accounts: Chattanooga Medicine Co.;
Double-Cola Co.; Fleetwood Coffee Co.; South-
ern Agriculturist.

CHICAGO UNION ADV. AGENCY
20 W. Jackson Blvd., Chicago 4
Tel.: Wabash 5732
Radio Dept.: Simon Levin, radio director.

CINEMA ADV. AGENCY
1204 S. Hill St., Los Angeles 15
Tel.: Prospect 2141
Radio Dept.: Willis Allen.
San Francisco 3-218 Grant Bldg., 1095 Mar-
ket St., Tel.: Hemlock 9736. L. W. Allen.

DARWIN H. CLARK CO.
541 S. Spring St., Los Angeles 13
Tel.: Michigan 6021
Radio Dept.: M. L. Gowans, manager and
account executive.
Radio Accounts: Anatole Robbins Cosmetics;
Standard Federal Savings & Loan Assn.;
Union Rescue Mission.

CLEMENTS CO.
1601 Chestnut St., Philadelphia 3
Tel.: Rittenhouse 0236
Radio Dept.: Alice Clements, radio director.

COAST WESTERN ADV. AGENCY
1244 Trenton St., Los Angeles 15, Cal.
Tel.: Prospect 2988
Radio Dept.: Arthur W. Stowe, owner, radio
director & account executive.
Radio Accounts: Kelley Kar Co.; Les Kelley;
Rowsey Motor Sales; Aero Tool Co.; Ameri-
can Screw Products; Auto Investment Co.;
Globe Finance Co.; Blue Book.

RICHARD COLE ADV.
Insurance Bldg., Omaha 2
Tel.: Jackson 7868
Radio Dept.: Richard Cole, account executive.
Radio Accounts: Nebraska Savings & Loan
Assn.; Tekseed Hybrid Corn Co.

COMMERCIAL ADV. AGENCY INC.
600 S. Michigan Ave., Chicago 5
Tel.: Wabash 0703

COMMERCIAL BROADCASTERS
188 W. Randolph, Chicago 1
Tel.: Dearborn 0203
Radio Dept.: Dave Edelson; Michael F. Edelson.
Radio Accounts: Colosimos Club; Macomba
Club; Via Lago; Club Charming; Nameless
Cafe; Bluebird System Bus.

COMMERCIAL RADIO SERVICE ADV.
30 Rockefeller Plaza, New York 20
Tel.: Columbus 5-0771
Radio Dept.: Andre Luotto, radio director.
Radio Accounts: Bisleri Co. Inc.; Stella Cheese
Co.; Cumberland Dairy Products Co.; La
Rosa & Sons; Bolbo Oil Co., Inc.

COMPTON ADV. INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2800
Radio Media Dept.: Frank B. Kemp, head
timebuyer; Frederic Apt, Harriet M. Balille,
Henry Clochessy, Jean D. Lowler, time-
buyers.
Radio Production Dept.: Lewis H. Titterton,
vice-president charge of radio production;
Wyllis Cooper, program and television man-
ager; Helen Shervey, business manager; Joan
Geddes, new program manager; Isabelle
Olmstead, casting director; Evelyn Pierce,
Arthur Austin, Floyd Holm, Rita McCusker,
James Manilla, Jose DiDonato, Minerva Ellis,
program supervisors; Virginia Travers, head
of publicity department.
Chicago 5-59 E. Van Buren St. Tel. Harrison
3570. L. O. Holmberg, manager.
Detroit 2—New Center Bldg. Tel.: Trinity
1-2200. R. W. Heizer, manager.
Kansas City 6—Land Bank Bldg. Tel.: Harri-
son 8102. Merrell Boyce, manager.
Milwaukee 2-411 E. Mason St. Tel.: Mar-
quette 2778. Harry Scott, manager.
Hollywood 28-6253 Hollywood Blvd. Tel.:
Hollywood 8107. Murray Bolen, manager.
Cincinnati 2—Gwynne Bldg. Tel.: Parkway
6961. Robert P. Marsh, manager.
Radio Accounts: Practer & Gamble (Duz,
Ivory Bar, Ivory Flakes, Crisco); Allis-Chal-
mers Mfg. Co.; Sacony-Vacuum Oil Co.

CONDON CO.
Rust Bldg., Tacoma 2, Wash.
Tel.: Main 8155
Radio Dept.: Victor Kaufman, timebuyer;
Mary Gillette, copy writer.

CONNER CO.
116 New Montgomery St., San Francisco 5
Tel.: Yukon 0196
Radio Dept.: Robt. W. Conley.
Radio Accounts: Thompson Tire Co.; Gillon
Lumber Co.

COUCHMAN ADV.
86½ Highland Park Village, Dallas 5
Tel.: Justin 5-9323
Radio Dept.: Albert Couchman, account execu-
tive.

COULTER & GRINSTEAD
Majestic Bldg., San Antonio 5
Tel.: Fannin 1852
Radio Dept.: Robert G. Coulter, Doyle Grin-
stead, account executives.

COWAN & DENGELER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940
Radio Dept.: A. Morie Maus, radio director
and timebuyer.
Radio Accounts: American Agricultural Chemi-
cal Co.; Edo Aircraft Corporation; Isbrandt-
sen-Moller Co., Inc.

JOHN GILBERT CRAIG ADV.
903 Shipley St., Wilmington 99, Del.
Tel.: 6185
Radio Dept.: John Gilbert Craig, Kathleen
Anderson Walsh, account executives.
Radio Accounts: Diamond Ice & Coal Co.

CHET CRANK CO.
756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131
Radio Dept.: Chet Crank, owner and radio
director.
Radio Accounts: J. V. Baldwin Motor Co.



The PANHANDLE STATE'S
MOST HONORED
STATION*

WGKV
CHARLESTON

The Quality Station
of West Virginia

* WGKV has won more national honors
since 1940 than all other West
Virginia stations combined.

JOSEPH B. MATTHEWS, Manager

Represented nationally by
Joseph Hershey McGillvra, Inc.

NBC Affiliate



CRAVEN & HEDRICK

522 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010
Radio Dept.: Paul H. Hedrick, radio director & timebuyer.
Radio Accounts: The Marlin Firearms Co.

CRITCHFIELD AND CO.

720 N. Michigan Ave., Chicago 11
Tel.: Superior 3061
Radio Dept.: M. E. Blackburn, radio director; Ea Groenboom, time buyer.
Radio Accounts: Crow's Hybrid Corn Co.

SAMUEL C. CROOT CO.

28 W. 44th St., New York 18
Tel.: Bryant 9-2588
Radio Dept.: Donald B. Brant, account executive.

ARTHUR CROSBY SERVICE

516 Fifth Ave., New York 18
Tel.: Murray Hill 2-2618
Radio Dept.: B. F. Landsman, manager.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1
Tel.: Central 7830
Radio Dept.: Patrick Shannon, E. I. Eger, account executives.

CUMMINGS, BRAND & McPHERSON

Gas-Electric Bldg., Rockford, Ill.
Tel.: Main 1806
Radio Dept.: E. M. Cummings, manager; A. B. Brand, account executive.

D**DANCER-FITZGERALD-SAMPLE**

221 N. LaSalle St., Chicago 1
Tel.: State 3800
Radio Dept.: J. James Neale, director, timebuying; Roy Winstor, radio director; Gene Fromberg, Fred Klein, Les Schroeder, timebuyers; Charles L. Hatchkiss, Geo. Stellman, James West, Harry Bingham, Evelyn Ecker, radio supervisors.
New York—247 Park Ave. Tel.: Wickersham 21-1200. Frank Moriarity, timebuyer; Carl Stanton, account executive.
Hollywood—1680 Vine St. Tel.: Hempstead 0716. Craig Maudsley.
Radio Accounts: General Mills; American Home Co.; Sterling Drug Inc.

MAXWELL DANE INC.

113 W. 57th St., New York 22
Tel.: Columbus 5-4990
Radio Dept. Maxwell Dane, president.
Radio Accounts: Hygrade Products Corp.; Vitarine Co.

D'ARCY ADV. CO.

Missouri Pacific Bldg., St. Louis 3
Tel.: Central 6700
Cleveland 3—Terminal Tower. Tel.: Cherry 0157. Stanley P. Seward.
Atlanta—P. O. Box 1734. Tel.: Vernon 0021. J. Hixon Kinsella
New York 22—515 Madison Ave. Tel.: Plaza 8-2600. Alfred N. Steele, vice pres.; Paul Louis, Morris Mudge, Robert Salter, radio directors.
Toronto, Ont.—90 Broadview St. Tel.: Gladstone 4651. Grammont P. Altenbernd.
Mexico City—Paseo de la Reforma 164. E. A. Hallett, jr.
Radio Accounts: Coca-Cola Co.

JIMM DAUGHERTY INC.

706 Chestnut St., St. Louis 1
Tel.: Main 0790 and 0791
Radio Dept.: James M. Daugherty, president.
Radio Accounts: Blanke-Baer Extract & Preserving Co.; Hydrox Ice Cream; Pepsi-Cola Bottlers of St. Louis; St. Louis Dairy Co.

DAVIES & McKINNEY

Erie Trust Bldg., Erie, Pa.
Tel.: 23-348
Radio Dept.: A. J. Davies, C. E. McKinney, account executives.

DAVID INC.

1st Nat'l Bank Bldg., St. Paul 1
Tel.: Garfield 3972
Radio Dept.: Q. J. David, account executive; Bette Powell, radio director.
Radio Accounts: Central Co-operative Assn.; Chicago North Western Ry.; Hotel St. Paul; Kellogg Milling Co.; Schuneman's Inc.; Stolt (Briquet) Co.; Wey and Furniture Co.

DAVIS & BEAVEN

523 W. Sixth St., Los Angeles 14
Tel.: MI 3908
Radio Dept.: Jerry Coleman, radio director; Jona Leider, timebuyer; Robert J. Davis, Herb R. Beaven, account executives.
Radio Accounts: Scudder Food Products; Blue Bird Potato Chips Inc.; Wilson & Co.; Bayle-Midway Inc.; Hollers Concentrated Beverages,

W. H. DAVIS ADV.

P. O. Box 1897, Asheville, N. C.
Tel.: 1245
Radio Dept.: W. H. Davis, account executive.
Radio Accounts: Billmore Dairy Farms; The Man Store; Biltmore Wheat-Hearts.

DAVIS PRESS INC.

44 Portland St., Worcester B, Mass.
Tel.: 4-4114
Radio Dept.: Paul F. Soward, R. M. Spencer, account executives.
Radio Accounts: Worcester County Institution for Savings; Sheraton Hotel.

FRANK T. DAY INC.

729 Baylston St., Boston 16
Tel.: Ken-more 4854
Radio Dept.: Frances B. Day, president & treasurer.
Radio Accounts: Grover Shoe Shop; W. T. Grant Cafeteria.

JOHN L. de BRUEYS ADV.

Ben Milam Hotel, Houston 2
Tel.: Capital 2241
Radio Dept.: John L. de Brueys, account executive.

HENRY DeHAAN ADV.

Drexel Bldg., Philadelphia
Tel.: Lombard 0719
Radio Dept.: Henry DeHaan, radio director.

ROBERT F. DENNIS INC.

219 W. Seventh St., Los Angeles 14
Tel.: Trinity 2458

Radio Dept.: Robert F. Dennis, president & account executive; W. C. Jeffries, vice-president & account executive.

Radio Accounts: Harris & Frank; Taylor-Rea Corp.; Warner Jewelry Co.; Standard Homeopathic Co.; Independent Druggists of California.

CRAIG E. DENNISON ADV.

225 N. Michigan Ave., Chicago 1
Tel. Randolph 0040
Radio Dept.: Ben Rubin, radio director.
Radio Accounts: Alden's Mail Order.

DEVINE ADV. AGENCY INC.

1457 Broadway, New York 18
Tel.: Wisconsin 7-0056
Radio Dept.: J. J. O'Hearne, radio director & timebuyer.

J. H. DIAMOND & CO.

580 Market St., San Francisco 4
Tel.: Garfield 7710
Radio Dept.: Jim Diamond
Radio Accounts: Midtown Motors, Inc.; James McAllister, Inc.; V. A. Picture Corp.

DIAMOND-SEIDMAN CO.

475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4330
Radio Dept.: Zan Diamond radio director, timebuyer; Sidney Seidman, timebuyer.

DICKLOW ADV. AGENCY

Liberty Bank Bldg., Dallas 1
Tel.: Central 8295
Radio Dept.: Irene Scott Dicklow, radio timebuyer.

DIENER & DORSKIND

147 W. 42nd St., New York 18
Tel.: Bryant 9-8300
Radio Dept.: S. O. Lipset, director; Benjamin Dorskind, Nathan Diener, account executives.
Radio Accounts: Collins Self-O-Lac Floor Wax; Diaperwite Co.; I. J. Fox; Kroll Bros.; Paragon Oil Co.

H. M. DITTMAN ADVERTISING

Market St. Nat'l Bank Bldg., Philadelphia 7
Tel.: Rittenhouse 0964
Radio Dept.: J. Jessie Kane, radio director; Lillian Forman, secretary; H. M. Dittman, Wm. H. Delany, account executives.
Radio Accounts: Adams Clothes; Bailey's Furniture; John Davis Co.; Huberman's Jewelers; Jordan Store; Klein's Furs; Ashe Apparel Shop; Lausol's Speciality Shop; MacDonald & Campbell; Irvin Sachs; Select Fashions.

DIXIE ADVERTISERS

Lampton Bldg. Annex, Jackson, Miss.
Tel.: 4-5434
Radio Dept.: Herbert Carver, account executive.

DOE-ANDERSON ADV.

Martin Brown Bldg., Louisville 2
Tel.: Wabash 3193
Radio Dept.: Elmer H. Doe, president and account executive; Warwick Anderson, account executive.

(Continued on page 206)

When the people in Washington, D. C. want entertainment they dial 1450 and get WWDC, the entertainment station. That's the big reason why WWDC produces the kind of results that get sales-minded people excited, and makes cost-minded fellows put away the red ink. There are a flock of advertisers who'll swear to that. You, too, can get on the beam in Washington with WWDC. Glad to show you the proof anytime.

WWDC

The big sales result station in Washington, D. C.

Represented Nationally by Weed & Company

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 205)

RALPH L. DOMBROWER CO.
Dombrower Bldg., Richmond 19, Va.
Tel.: 3-111-3
Radio Dept.: J. C. Fulmer, director and account executive; T. Michaux Moody, program director; Ralph L. Dombrower, president and account executive; Thomas H. Lynch, chief timebuyer; Edward I. Wallerstein, account executive; Beulah C. Gregory, Samuel McDermott.
Washington, D. C.—Woodward Bldg. Tel.: Republic 1420. Phillip Rosenfeld, manager.

DONAHUE & COE INC.
1270 Sixth Ave., New York 20
Tel.: Columbus 5-4252
Radio Dept.: Richard Nicholls, radio director; Carl Rigrad, director motion picture division; Betty Barrett, Gaynor Hawkins, associate timebuyers; Vincent V. Van Beuren, Show Newton, account executives.
Atlanta 3, Ga.—411 Hurt Bldg. Tel.: Main 5662. Harry Morrill.
Radio Accounts: Grove Laboratories Inc.; American Cyanamid Co.; Angostura-Wupperman Corp.; Southland Coffee Co.

W. B. DONNER & CO.
505 Washington Blvd., Detroit 26
Tel.: Cherry 0244
Radio Dept.: Naiph Abodaher, radio director; Alice S. Weiss, continuity writer; Charles F. Rosen, W. B. Donner, Julian Grace, William Koster, account executives.
Radio Accounts: Aspir-Plus; Dealer's Car Sales; Famous Cleaners & Dyers Inc.; Federal Dept. Stores; Gold-Tone Studios Inc.; Kent Jewelers; Holland Studios Inc.; Lulia Jewelry Stores; Lords Jewelers; Michigan Chandler Co.; Rose Jewelry Co.; Sheldon Furs; Sucher Bros.; Tool Shop Sporting Goods Co.

DORLAND INTERNATIONAL—PETTINGELL & FENTON
247 Park Ave., New York 17
Tel.: Eldorado 5-2685
Radio Dept.: Mildred Fenton, consulting radio director; Bernice Newton, timebuyer; Arthur

F. Connolly, vice-pres., export radio director; Carlos Cabrero, export radio timebuyer.

JOHN C. DOWD INC.
Park Square Bldg., Boston 16
Tel.: Hubbard 8050
Radio Dept.: Gerard Slattery, timebuyer; William E. Burkingham; Fred F. Meyer, account executives.

DOYLE, KITCHEN & McCORMICK INC.
501 Fifth Ave., New York 17
Tel.: Murray Hill 2-4563
Radio Dept.: E. S. Green, radio director & timebuyer.

DOYNE ADVERTISING
Warner Bldg., Nashville 3
Tel.: 6-0811
Radio Dept.: George W. Doyme, account executive.

MONROE F. DREHER INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6675
Radio Dept.: Helen Burst, radio director and timebuyer; Alvin Hatfield, account executive.

JULIUS C. DUBIN
Union Trust Bldg., Pittsburgh 19
Tel.: Atlantic 7252
Radio Dept.: Shirley M. Brown, radio director.
Radio Accounts: Pittsburgh Milk Co.; Jerome Walk & Bro.; Stream Studios; Protected Steel Products; Spic and Span Products; Jones & Brown Inc.

JIM DUFFY CO.
35 E. Wacker Drive, Chicago 1
Tel.: Randolph 4827
Radio Dept.: Betsy Tyröler, media director.
Radio Accounts: Ambrosia Brewing Co.; Bosch Brewing Co.; Consumers Co.; George S. May Co.; Say Food Mills Inc.

DUNDES & FRANK INC.
64 West 48th St., New York 19
Tel.: Longacre 3-1633

Radio Dept.: Marion Pell, radio director & timebuyer.
Radio Accounts: Ash's; Zimba Kola Co.

duPONT & CAHALIN INC.
145 State St., Springfield 3, Mass.
Tel.: 3-7889
Radio Dept.: J. Harold Cahalin, vice-president and account executive.

ROY S. DURSTINE INC.
730 Fifth Ave., New York 19
Tel.: Circle 6-1400
Radio Dept.: Charles H. Furey, radio director; A. T. Gardiner, timebuyer; Roy Gordon, John R. Latham, Lee M. Rousseau, account executives.
Cincinnati 2—2108 Carew Tower. Tel.: Cherry 0032. Fred Kammann, manager.
Chicago 1—330 N. Michigan Ave. Tel.: Dearborn 2373. Ellis Travers, manager.
Radio Accounts: Crosley Corp.; Edelbrau Brewery Inc.; New York Von Co.; Mason Au & Magenheimer Confectionery Co.; S. A. Schonbrunn & Co. (Savarin Coffee).

E

EASTBURN & SIEGEL
623 Spring St. N.W., Atlanta 3
Tel.: Vernon 4707
Radio Dept.: Harry L. Siegel, account executive; Sam Scheinman, production manager.

EASTERN ADV. AGENCY
122 E. 42nd St., New York
Tel.: Murray Hill 5-9143
Radio Dept.: J. R. Kupsick, radio director & timebuyer.

FRED H. EBERSOLD INC.
20 N. Wacker Drive, Chicago 6
Tel.: Franklin 0106
Radio Dept.: B. B. Pope, director.

E. S. EDMONDSON CO.
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 0881
Radio Dept.: E. S. Edmondson, radio director.

STANLEY J. EHLINGER ADV.
421 W. Sixth St., Tulsa 5
Tel.: 4-2628
Radio Dept.: Peggy Morris, manager.

ELIZABETH-FLETCHER
4512 E. 17th Ave., Denver 7
Tel.: Dexter 1805
Radio Dept.: Fletcher B. Trunk, Elizabeth W. Trunk.

ROY ELLIOTT CO.
25 Huntington Ave., Boston 16
Tel.: Kenmore 7974
Radio Dept.: Roy D. Elliott, manager.

ELLIS ADVERTISING CO.
15 E. Genesee St., Buffalo 3
Tel.: Cleveland 0422
Radio Dept.: Jerome R. Ellis, director; Henry J. Weil, Stephen Gottlieb, account executives.
New York—33 W. 42nd St. Tel.: Langacre 5-1567. John W. Culliner, manager.
Toronto—74 King St. E. Tel.: Waverly 3438. Abbey A. Muter, manager.

SHERMAN K. ELLIS & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Radio Dept.: Eugene L. Bresson, radio director; Harry Tarp, timebuyer; C. E. Standing, John F. Price, George B. Bogart, account executives.
Chicago—141 W. Jackson Blvd. Tel.: Harrison 8612. John F. Price, vice-president.
Radio Accounts: Aunt Jemima; Grove Labs.; W. F. McLaughlin & Co.

EMERY ADV. C.
Baltimore Life Bldg., Baltimore 1
Tel.: Plaza 7440
Radio Dept.: William A. Hatch, Herbert C. Schuckle, account executives.
Radio Accounts: Helwig & Leitch Inc.; Hampden Transfer & Storage Co.; Delvale Dairies; Floorkrafters.

ENGEL ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7656
Radio Dept.: Frank Engel.
Radio Accounts: Birk Bros. Brewing Co.

F. A. ENSIGN ADV.
Grant Bldg., Pittsburgh 19
Tel.: Atlantic 4028
Radio Dept.: H. E. Ryman, M. C. Henderson, account executives.
Radio Accounts: A. Mamoux & Son; Weaver's

Fine Candies; Fulton Theatre; James Austin Co.; Morgan & Kaufman; R. C. MacAfee Co.; So. Pittsburgh Savings & Loan Assn; Construction Assn. of Western Pa.; Potter McCune Co.

EQUITY ADV. AGENCY
113 W. 42nd St., New York 18
Tel.: Bryant 9-0660
Radio Dept.: Irving Weinberg, director; David H. Boxer, Joseph Cirker, account executives.

ERLAND ADV. AGENCY
18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764
Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.
Radio Accounts: Seiro Madre Winery.

ERWIN, WASEY & CO.
420 Lexington Ave., New York 17
Tel.: Mohawk 4-8700.
Radio Dept.: C. H. Cottingham, radio and television director; Joe Brattain, ass't. radio director; Frank Hoas, timebuyer; E. H. Hennan, John Sturdivant, Walter Kohn, L. R. Norzhrup, account executives.
New Haven—157 Church St. Tel.: 5-8705. John F. Barteau, manager.
Chicago 1—230 N. Michigan Ave. Tel.: Randolph 4952. Harry K. Gilman, manager.
Minneapolis—Rand Tower. Tel.: Atlantic 1233. Mac Martin, manager.
Oklahoma City—1st Natl. Bldg. Tel.: 2-0605. Harold Halseh, manager.
Los Angeles—714 Olympic Blvd. Tel.: Prospect 5317. H. A. Stebbins, manager.
San Francisco 4—333 Montgomery St. Tel.: Exbrook 7004. John Davis, Louis Honig.
Seattle 1—Skinner Bldg. Tel.: Main 6435. Warren Kraft, manager.
Radio Accounts: Barbasol Co.; Forhan's Tooth Paste; Kreml; Musterole Co.; Olive Tablet Co.; Consolidated Cigar Corp.; Carnation Milk Co.

ESSIG CO. LTD.
1121 South Hill St., Los Angeles 15
Tel.: Prospect 6284
Radio Dept.: J. S. Macaulay, vice-president & account executive; Norman J. Bouroughs, radio director & account executive.
Radio Accounts: Douglas Aircraft Corp.

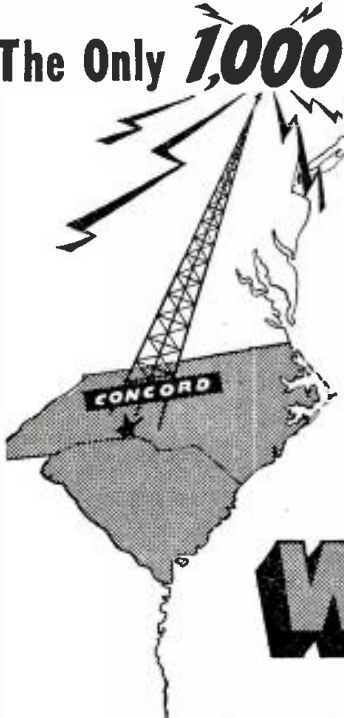
WILLIAM ESTY & CO.
100 E. 42 St., New York 17
Tel.: Caledonia 5-1900
Radio Dept.: John C. Esty, chief timebuyer; Thomas D. Luckenbill, radio director; R. C. Grah, timebuyer.
Los Angeles 28—1537 Vine St. Tel.: Hillside 2183. Don Bernard, manager.
Radio Accounts: Colgate-Palmolive-Peet Co. (Super Suds, Vel); Lehn & Fink Products Corp. (Hinds Honey & Almond Fragrance Cream, Etiquet Deodorant Cream); Peil Bros.; R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Tobacco).

EVANS & LeMAY ADV.
Dan Weggener Bldg., Ft. Worth 2
Tel.: 2-3371
Radio Dept.: Dorothy Cantrell, director.

LAWRENCE I. EVERLING ADV.
1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 7927
Radio Dept.: Lawrence I. Everling, Frank J. Corkery, account executives.
Radio Accounts: Sheidt Brewing Co.; Mrs. Smith Pie Co.; Conte Luna Macaroni Co.; Foster, Miller & Bierly.

EXPORT ADV. AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 3875
Radio Dept.: R. C. Labret, president.
New York—271 Madison Avenue.
Radio Accounts: (On Latin-American Stations) Geo. W. Loft Co.; The Knox Co.; Wintersmith Chemical Co.; Grove Laboratories; Menthalatum Co.; Pepsodent Co.; Weco Products Co.; Miles Medical Co. Norwich Pharmaceutical Co.; Citrus Products Co.; Bauer & Black; Lydia Pinkham; Burma Shave; Northam Warren Corp.;

The Only 1,000 watt independent station in the Carolinas



We sell our local boys at a rate definitely tailored to fit a local market, not asking them to pay fancy rates for secondary coverage. Therefore, our rate structure gives you a powerful hunk of coverage at lower than usual cost. (Over one million Carolinians in 50-mile radius.)

WEGO

CONCORD, N. C.

Owned and managed by
Wayne M. Nelson

Nationally represented by **THOMAS F. CLARKE & CO.**

F

FAIRALL & CO.
Liberty Bldg., Des Moines 9
Tel.: 3-5255
Radio Dept.: Jack C. Wolther, radio director; L. R. Fairall, president and account executive.

H. W. FAIRFAX ADV. AGENCY
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8680

Radio Dept.: Janice Hamilton, timebuyer; Nat S. Enstler, president; Rudolph Block, Bernard Katz, account executives.

Radio Accounts: Bloomingdale's; Queens Home Sales; Blumstein's Dept. Store; General Instrument Corp.; Cafe Madison; Hotel Delmonico; Hotel One Fifth Ave.; Gallagher's Steak House.

FASHION ADV. CO.

461 Eighth Ave., New York 1
Tel.: Bryant 9-5050

Radio Dept.: Mervyn Levine, radio director; Jesse Levine, timebuyer

FEDERAL ADV. AGENCY

444 Madison Ave., New York 22
Tel.: Eldorado 5-6400

Radio Dept.: John S. Davidson, vice-president and radio director; Penelope Simmons, timebuyer; H. S. Gardner, Brooke Watson, Don Parsons, Charles Wright, Mrs. L. E. Carson, account executives.

Radio Accounts: National Biscuit Co.; Joseph Dixon Crucible Co.; Durkee Famous Foods; General Cigar Co.; Lily of France Corset Co.; Rockwood & Co.; John F. Trommer Inc.

WARREN P. FEHLMAN ADV. CO.

4330 District Blvd., Los Angeles 11
Tel.: Kimball 9296

Radio Dept.: Warren P. Fehelman, account executive.

HARRY FEIGENBAUM ADV. AGENCY

1420 Walnut St., Philadelphia 2
Tel.: Pennypacker 3623

Radio Dept.: David Wermen, timebuyer and account executive; Ralph A. Hart, director & talent buyer; Harry Feigenbaum, account executive.

FENSHOLT CO.

260 N. Michigan Ave., Chicago 1
Tel.: Randolph 1671
A. H. Fensholt, president.

FERRY-HANLY CO.

500 Fifth Ave., New York 18
Tel.: Longacre 5-5000

Radio Dept.: H. E. Lehman, media director; Charles Purdy.

Chicago 11—Wallace-Ferry-Hanly Co., 430 N. Michigan Ave. Tel.: Superior 4462. J. T. Ainley, manager.

LAWRENCE FERTIG & CO. INC.

149 Madison Ave., New York 16
Tel.: Murray Hill 4-3300

Radio Dept.: Henry Bretzfeld, radio director and timebuyer; Alexander Slazitt, account executive.

Radio Accounts: Lester Cowan Productions; Italian Cook Oil Corp.; Gennaro Oil.

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville 3
Tel.: 6-1977

Radio Dept.: Robert G. Fields, account executive.

JOHN A. FINNERAN INC.

1475 Broadway, New York 18
Tel.: Bryant 9-0711

Radio Dept.: B. Silon, radio director; L. Mennen, timebuyer; John A. Finneran, account executive.

Radio Accounts: Ray System of Health and Figure Perfection Inc.

FIRESTONE ADV. AGENCY

510 First Ave. N., Minneapolis 3
Tel.: Main 1471

Radio Dept.: L. Firestone, director.

Radio Accounts: Ray H. Bjorkman Co.; W. N. Cardozo Furniture Co.; Cook's Inc.; Barney M. Davis Co.; Fisher Nut & Candy Co.; Howard's; Mondel Furs; Weyand Furniture Co.

FIRST UNITED BROADCASTERS

261 N. Wells, Chicago 6
Tel.: Randolph 7800

Radio Dept.: Hugh Roger, managing director; Walter Bennett, account executive.

M. M. FISHER ASSOCIATES

134 N. LaSalle, Chicago
Tel.: Central 1610

Radio Dept.: Jack L. Fisher Jr., account executive.

Radio Accounts: Paramount Pictures Inc.; Vanguard Films Inc.; United Artists Corp.; Stevens Hotel.

FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 13
Tel.: Raymond 5194

Radio Dept.: Leonard Gessner, radio director.

FLACK ADV. AGENCY

Hills Bldg., Syracuse 2
Tel.: 2-3129

Radio Dept.: Richard H. Wickham, vice-president.

FLAGLER ADV.

170 Franklin St., Buffalo 2
Tel.: Cleveland 0925

Radio Dept.: Morse Flagler, president and account executive; William B. Swann, account executive.

JAMES R. FLANAGAN ADV. AGENCY

505 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048

Radio Dept.: A. Wagner; J. R. Flanagan, account executive.

Radio Accounts: Jean Jourdeau Inc.

C. C. FOGARTY CO.

307 N. Michigan Ave., Chicago 1
Tel.: Randolph 7000

Radio Dept.: C. C. Fogarty, president.

Radio Accounts: Babson Brother.

FOLEY ADV. AGENCY

N B C Bldg., Cleveland 14
Tel.: Cherry 1490

Radio Accounts: Arena; I. J. Fox; Stearn Co. L. M. Robertson, account executive.

Radio Dept.: Robert B. Foley, radio director;

RICHARD A. FOLEY ADV.

1528 Walnut St., Philadelphia 2
Tel.: Kingsley 1560

Radio Dept.: Wesley Winning, radio director.

FOOTE, CONE & BELDING

247 Park Ave., New York 17
Tel.: Wickersham 2-6600

Radio Dept.: (N. Y. office) Paul Rickenbacher, director of radio & television; Lee Strahorn, manager, radio production; Fred Bethel, Tom Hicks, Margaret Wertheimer, producers; Fred Wakeman, Raymond Browne, Bernard M. Douglas, Lee Graves, Howard Warden, account executives; Lillian Selb, timebuyer.

San Francisco 4—235 Montgomery St. Tel.: Sutter 2355. Mark Buckley, radio director; Jane Sullivan, timebuyer; McCulloch Campbell, William Haberman, account executives.

Los Angeles 13—601 W. 5th St. Tel.: Michigan 7651. Ford Sibley, Jack Smock, account executives; Bess Harrison, business manager.

Hollywood 28—6117 W. Sunset Blvd. Tel.: Hollywood 6265. C. Burt Oliver.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 4800. S. Dawson, radio director; Genevieve Lempert, timebuyer.

Radio Accounts: American Tobacco Co. (Lucky Strikes); Cities Service Co.; Bourjois—Barbara Gould; Campbell Soup Co.; R. K. O. Pictures Inc.; Selznick International; Vanguard Film Co.; Lockhead; Union Oil. Television Accounts: Safeway Stores.

FOREIGN ADV. & SERVICE BUREAU

342 Madison Ave., New York 17
Tel.: Murray Hill 2-3444

Radio Dept.: Joseph L. Palmer, radio director & timebuyer.

FORT & CO.

Wilder Bldg., Charlotte 1, N. C.
Tel.: 4-7122

Radio Dept.: John L. Fort, director.

Radio Accounts: Citizens Bank; Z. A. Hovis & Sons; Union National Bank.

FOX & MACKENZIE

1214 Locust St., Philadelphia 7
Tel.: Pennypacker 0531

Radio Dept.: Walter Fox, radio director.

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6
Tel.: Cortlandt 7-5060

Radio Dept.: John V. McAdams, director, Margaret Motson, timebuyer; Donald Lay, R. R. Clevenger, Wm. Tierney, account executives.

Boston 9—10 Post Office Sq. Tel.: Hancock 5900. A Hirschbaum.

Chicago 2—1 La Salle St. Tel.: Dearborn 8910. R. W. Dawson.

Philadelphia 2—Packard Bldg. Tel.: Rittenhouse 3915. M. T. Kyle.

San Francisco 4—235 Montgomery St. Tel.: Ebraok 3484. L. Kemper.

Radio Accounts: Eagle Pencil Co.; Miss Saylor's Chocolates Inc.; Bellevue Hotel; The Bahai; Merrill Lynch, Pierce Fenner & Beane.

(Continued on page 208)

The "Lucky Coverage" Area



620
KILOCYCLES
THE CHOICE
SPOT ON
THE DIAL

Add these Two Facts

- (1) 209,147 NET WEEKLY CIRCULATION
- (2) KWFT - LOW STATION TIME COST

And you get maximum value for your Advertising Dollar!

OF 800,000 PIECES OF MAIL
600,000 INCLUDED PROOF
OF PURCHASE

COLUMBIA **KWFT** AFFILIATE
WICHITA BROADCASTERS
WICHITA FALLS, TEXAS

National Rep.: PAUL H. RAYMER COMPANY

| MARKET DATA DAYTIME AREAS | | |
|------------------------------|----------------------------|---------------------------|
| Listening Area | Radio Homes 1940 Census | New Weekly Circulation |
| PRIMARY | 122,636 | 89,471 |
| SECONDARY | 154,122 | 66,586 |
| TERTIARY | 264,646 | 53,090 |
| TOTAL LISTENING FAMILIES | | 209,147 |

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 207)

FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-4889
Radio Dept. Robert S. Buckblinder, radio director & timebuyer.

CURT FREIBERGER & CO.

Cooper Bldg., Denver 2
Tel.: Keystone 0487
Radio Dept.: C. J. Freiburger, account executive and timebuyer; V. P. Foss, R. L. Targerson, continuity; James Henderson, account executive.

FRUIT ADV. AGENCY

761 Peachtree St. N.E., Atlanta
Tel.: Hemlock 1345
Radio Dept.: Norman Frankel, radio director and account executive; J. V. Freitag, account executive.

Radio Accounts: Columbia Baking Co.

FREMONT ADV. AGENCY

360 N. Michigan Ave., Chicago 1
Tel.: State 3188
Radio Dept.: Milton M. Mendelsohn, radio director.
Radio Accounts: Princess Pat; National Novelties.

OAKLEIGH R. FRENCH & ASSOC.

4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037
Radio Dept.: A. Moscher Jr., C. S. Pangman, account executives.

Radio Accounts: National Candy Co.; Metropolitan Ice Cream Co.; Mercantile Commerce Bank & Trust Co.; Hunter Packing Co.

MORTON FREUND ADV. AGENCY

400 Madison Ave., New York 17
Tel.: Wickersham 2-7985
Radio Dept.: Morton Freund, radio director.
Radio Accounts: Straitsbury Mfg. Co.; Timely Clothes.

E. M. FREYSTADT ASSOC. INC.

570 Lexington Ave., New York 22
Tel.: Plaza 3-1253
Radio Dept.: E. M. Freystadt; Charles E. Ballard, account executives.

JEAN SCOTT FRICKELTON
1355 Market St., San Francisco 3
Tel.: Hemlock 6030
Radio Dept.: Mary Boden.

AD FRIED ADV. AGENCY
201 Easton Bldg., Oakland 12
Tel.: Higate 6580

Radio Dept.: Ad Fried, radio director; Tom Doyle, Mill Adler, copy & continuity; Leland Morgan, promotion; Elaine Trigger, timebuyer.

Radio Accounts: Darling Shops Corp.; Delanes Jewelers; Tash Furrier's; Oakland Giants Pro-Football Assn.; Louis-Barton-Foster Insurance Agency; Fred Benioff Himself.

FRIEND ADV. AGENCY
220 W. 42nd St., New York 18
Tel.: Wisconsin 7-4708

FRIZZELL ADV. AGENCY
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915

Radio Dept.: Frederick L. Frizzell, president; Reinhard Steinley, account executive.
Radio Accounts: Security Food Co.; Kerr's Hatchery.

HARRY M. FROST CO.
260 Tremont St., Boston 16
Tel.: Liberty 0813

Radio Dept.: Karl M. Frost, president; Harvey P. Newcomb, radio and television director.
Radio Accounts: Ce-Lect Baking Co.; Cold Spring Brewing Co.; Durkee-Mower Co.; Genoa Packing Co.; Shubert Theatres; Supreme Wine Co.; Winslow Chip Co.

FULLER & SMITH & ROSS

71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
Radio Dept.: Miss Lee Williams, radio and television director; George L. Trimble, timebuyer.

Cleveland 15-1501 Euclid Ave. Tel.: Cherry 6700. W. J. Stoab, media director; Reed Drummond, television director.

Radio Accounts: Aluminum Co. of America; Aluminum Cooking Utensil Co.; Commonwealth Shoe & Leather Co.; Westminster Ltd.; Central Natl. Bank of Cleveland; Libbey-Owens-

Ford Glass Co.; Westinghouse Lamps; Stouffer Restaurants.

FULTON, MORRISSEY CO.
612 N. Michigan Ave., Chicago 11
Tel.: Delaware 5430
Radio Dept.: Katherine J. Hogan.

FURMAN, FEINER & CO.

117 W. 46th St., New York 19
Tel.: Bryant 9-2927
Radio Dept.: Norman Furman, president & timebuyer.

Radio Accounts: Miles Labs; Sante Chemical Co.; Colomby Watch Co.; Michaels Bros.; P. J. Le Roy; International Ladies Garment Workers Union.

G

JEROME G. GALVIN ADV.
3619 Broadway, Kansas City 2
Tel.: Valentine 1661

Radio Dept.: J. O. Simon, production manager; Jerome G. Galvin, Leonard Sebring, account executives.

HENRY W. GANN ADV.

Chamber of Commerce, Scranton 3, Pa.
Tel.: 4-5731
Radio Dept.: Henry W. Gann, account executive.
Radio Accounts: Don Juan Wine; Gibbons Beer & Ale;

GARDNER ADV.

915 Olive St., St. Louis 1
Tel.: Gorfield 2915
Radio Dept.: Charles E. Claggett, vice-president; May Kohler and Mrs. John B. Carri.

New York 20-9 Rockefeller Plaza. Tel.: Columbus 5-2000. H. S. Gardner Sr., chairman of board; Roland Martin, vice-president and radio director.

Radio Accounts: Ralston Purina Co.; Pet Milk Co.

W. W. GARRISON & CO.

400 N. Michigan Ave., Chicago 11
Tel.: Superior 8191
Radio Dept.: Geo. P. Schill, timebuyer; W. W. Garrison, E. Earl Lines, account executives.
Radio Accounts: Florida Citrus Exchange.

GEARE-MARSTON INC.
1600 Arch St., Philadelphia 3
Tel.: Rittenhouse 3572
Radio Dept.: Frank C. Murphy, radio director.

ABNER J. GELULA & ASSOC.
Schwehm Bldg., Atlantic City
Tel.: 5-1101

Radio Dept.: Monroe Michaels, director; Edward Gore, account executive.
Radio Accounts: Fischer Baking Co.; M. C. Schrank Co.

GEYER, CORNELL & NEWELL INC.

745 Fifth Avenue, New York 22
Tel.: Wickersham 2-5400
Radio Dept.: Donald S. Shaw, Eleanor L. Larsen, radio directors; H. M. Hempstead, R. E. Tuttle, account executives.
Detroit 32-14250 Plymouth Rd. Tel.: Hogarth 5520. H. M. Hempstead, vice-president.
Dayton-U. B. Building. Tel.: Fulton 4145. E. G. Frost, manager.

Radio Accounts: Nash-Kelvinator Corp.; Continental Oil Company.

ALVIN GARDNER CO.

67 W. 44th St., New York 18
Tel.: Murray Hill 2-4655
Radio Dept.: Alvin I. Gardner, radio director; Ralph Hosenhal, account executive.

GARFIELD & GUILD
660 Market St., San Francisco 4
Tel.: Exbrook 3420

Radio Dept.: Walter Guild, vice-president and radio director; Marguerite Amundson, timebuyer.
Los Angeles 14-416 W. Eighth St. Tel.: Trinity 3832. Ted Dahl, manager.

Radio Accounts: Alice Frack Co.; Betty Lou Foods; Brody Operating; Capwell, Sullivan & Furth; Chemicals Inc.; Kay Jewelers; No-dox Awakeners; Remar Baking Co.; Rosefield Packing Co.; Smith's Men's Clothing; Southwest Food Products; Grovem-Inglis Baking Co.; Guittard's Chocolate Co.; Hunt Bros; Mitani Food Products; Good Foods Inc.; Northrup-King; El Dorado Oil Works; Purple Elcde Corp.

GIBBONS ADV. AGENCY
Natl Bank Bldg., Tulsa 3
Tel.: 4-2444

Radio Dept.: J. Burr Gibbons, L. E. White Jr., account executives.
Radio Accounts: Wartz Biscuit Co.; Okla Power & Water Co.; Tom P. McDermott Inc.; Liberty Glass Co.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1, Ore.
Tel.: Broadway 0515

Radio Dept.: Linton J. Sawyer, radio director; Dean Pollock, Charles H. Devlin, Douglas Pcell, account executives.

GIEZENDANNER CO.

Standard Bldg., Houston 1
Tel.: Preston 5351
Radio Dept.: Maudeen Marks, writer-actress; Jay Wright, writer-actress.
Radio Accounts: Frogla-West Life Ins. Co.; Bill Williams Chicken House; Dairyland Inc.; Henke & Pillot Inc.; Dr. Pepper.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516

Radio Dept.: Victor V. Bell, radio director; Mary Lou Ritchie, asst. radio director; M. C. Nelson, president and account executive; J. Y. Tipton, exec. vice-president and account executive; Lon Richardson, vice-president and account executive.
Radio Accounts: Cloverleaf Dairy; Excelcis Beauty Products; Fisher Brewing Co.; J. A. Hogle & Co.; Mountain Fuel Supply Co.; Porter-Scarpelli Macaroni Co.; Royal Baking Co.; Sego Milk Products Co.; O. C. Tanner Jewelry Co.; Sweet Candy Co.; Utah Lumber Co.; Utah Oil Refining Co.; Utah Power & Light Co.; Utah State Federation of Labor.

BERT S. GITTINS ADV.

739 N. Broadway, Milwaukee 2
Tel.: Daly 6230
Radio Dept.: Vic S. Taylor, radio director; Robert J. Rice, Pete Keck, Carl Stoddard, account executives.
Radio Accounts: Althea Labs; Consolidated Products Co.; Wm. F. Renk & Sons.

GLASSER-GAILEY & CO.
3275 Wilshire Blvd., Los Angeles 36
Tel.: Fitzroy 2141

Radio Dept.: P. E. Gailey, partner and radio director; K. C. Jones, timebuyer.

FRANCIS K. GLEW ADV.

Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848
Radio Dept.: Francis K. Glew, owner.

GLICKSMAN ADV. CO

400 Madison Ave., New York 17
Tel.: Plaza 8-0716
Radio Dept.: David R. Gibson, radio director.

JACK GOEHRING ADV.

250 Park Ave., New York 17
Tel.: Plaza 3-2991
Radio Dept.: Jack Goehring, radio director and timebuyer; Elsie Johns, account executive.
Radio Accounts: Wassell Organization.

H. J. GOLD CO.

1123 Broadway, New York 10
Tel.: Chelsea 2-7748
Radio Dept.: H. J. Gold, radio director and timebuyer.

MAX GOLDBERG ADV. AGENCY

Railway Exchange Bldg., Denver 2
Tel.: Cherry 5533
Radio Dept.: West Battersea, radio director; Elizabeth Nixon, Dorothy Lutz.

GOLDMAN & GROSS

540 N. Michigan Ave., Chicago 11
Tel.: Whitehall 6837
Radio Dept.: Vicki Jacques, media and research director.
Radio Accounts: Freeman Coal Co.

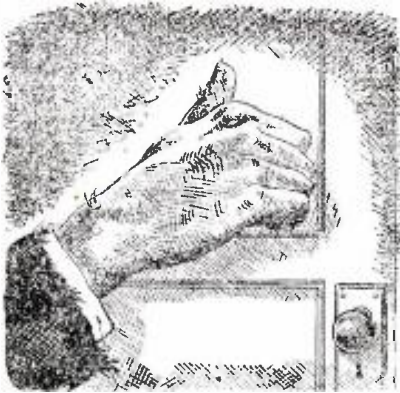
LEON S. GOLNICK & ASSOC.

Fidelity Bldg., Baltimore 1
Tel.: Saratoga 4454.
Radio Dept.: R. B. Levine, copy director; Rita Ephraim, timebuyer; I. W. Lynch, research director; A. B. Brownstein, Louis Wolfman, account executives.
Radio Accounts: Bennett Foods Co.; Burke-Savage; D. S. & D. Motors; Dixie-Cola; High Rock Ginger Ale Co.; Johnson's Mecca; Koons Creamery; Overbrook Co.; Strause Inc.; Tru-Fit Clothes.

GOODKIND, JOICE & MORGAN

919 N. Michigan Ave., Chicago 11
Tel.: Superior 6747
Radio Dept.: M. Lewis Goodkind, Harlow

HARD TIMES WON'T KNOCK HERE!



How many "boom" towns, now geared for war production, are due to hear the summons of adversity upon the arrival of peace?

We don't know—but we do know that Roanoke won't be one of them. Our big industries—rayon, steel, railroad operation—will have no reconversion problem. Their markets are waiting.

WDBJ is the ONLY station giving satisfactory coverage of the big

Southwest Virginia market—Roanoke's market. WDBJ gives you 118,921 listening families at bargain rates. For instance, a Class B quarter hour (once) costs only \$30! Ask Free & Peters!

CBS • 5000 Watts • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION



FREE & PETERS, INC.,
National Representatives



P. Roberts, vice-presidents; Clyde M. Joice, Charles O. Puffer, account executives; Harlow P. Roberts, television director.

Radio Accounts: Goldenrod Ice Cream Co.; Hooker Glass & Paint Mfg. Co.; Iowa Soap Co.; Jewel Food Stores; Jewel Tea Co.; Pine Forest Co.; Planters Edible Oil Co.; Planters Nut & Chocolate Co.

JESSE GOROV CO.

666 Lake Shore Drive, Chicago 11
Tel.: Superior 4312

Radio Dept.: Jesse Gorov.

Radio Accounts: Wonder-Rest Corp.; Royal Bedding Co.

GOTHAM ADV. CO.

2 W. 46 St., New York 19
Tel.: Longacre 5-2616

Radio Dept.: Arthur A. Kron, radio and television director.

Radio Accounts: Lutheran Layman's League; Hartley's Orange Marmalade; R. U. Delapenna & Co.

GOURFAIN-COBB ADV.

Wrigley Bldg., Chicago 11
Tel.: Superior 3282

Radio Dept.: A. S. Gourfain Jr., account executive.

Radio Accounts: Erie Clothing Co.

GRADY & WAGNER CO.

1790 Broadway, New York 19
Tel.: Columbus 5-5358

Radio Dept.: Frank A. Grady, radio director and timebuyer.

Radio Accounts: Swedish Shampoo Labs; Vitamin Quota Co.

GRACE & BEMENT, INC.

2866 Penabscot Bldg., Detroit 26
Tel.: Cherry 9-400

Radio Dept.: L. C. Grace, timebuyer.

GRANT ADV. INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 6500

Radio Dept.: Harry J. Halcombe, radio director; Howard Jones, Robert Watson, Will C. Grant, account executives.

New York 20—RCA Bldg. Tel.: Circle 5-7870.
Edward H. Benedict, media director.

Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121.

Havana, Cuba—Prado 262. Tel. M6911.

Caracas, Venezuela—Edif. San Francisco.
Tel. 9-1112.

Sao Paulo, Brazil—Edif. Vicentina. Tel.: 4-7313.

Mexico, D. F.—Edif. Guardiola. Tel.: J1380.

Monterrey, N. L., Mexico—Padre Mier 474.

Buenos Aires, Argentina—Avenida Presidente Roque Saenz Pena., 846. Tel.: Defensa 8436.

Rio de Janeiro, Brazil—Edif. City. Tel.: 25-2030.

Radio Accounts: Mars Inc.

AUL GRANT ADV.

20 N. Michigan Ave., Chicago 11
Tel.: Delaware 5671

Radio Dept.: Paul Grant, timebuyer.

Radio Accounts: Beam Sales Co.; Le Maire Cosmetic Co.; Safety Legion of America.

VILL GRANT ADV. AGENCY

30 W. 6th St., Los Angeles 14
Tel.: Trinity 1384.

Radio Dept.: Will Grant, radio director.

GRANT & WADSWORTH INC.

05 Lexington Ave., New York 17
Tel.: Murray Hill 9-4591

Radio Dept.: W. A. Grant, radio director and timebuyer.

HE GRAPHIC CO.

21 Seventh Ave., New York 1
Tel.: Lackawanna 4-4076

Radio Dept.: M. Pallack, radio director and timebuyer.

RAY & ROGERS

1 S. 12th St., Philadelphia 7
Tel.: Walnut 3636

Radio Dept.: E. Rogers, radio director.

HARRY B. GREEN & CO.

1 E. Fayette St., Baltimore 2
Tel.: Calvert 1817

Radio Dept.: Anne M. Engers, timebuyer; B. Speed Jr., president; F. R. Sullivan, copywriter.

Radio Accounts: Green Spring Dairy.

WILEY H. GREENE ADV.

Albridge Bldg., Buffalo 2
Tel.: Washington 3371

Radio Dept.: Finley H. Greene, owner and account executive.

GREVE ADV. AGENCY

46 E. 4th St., St. Paul 1
Tel.: Cedar 6388.

Radio Dept.: S. Greve, president and account executive; B. Connolly, Harold S. Chamberlin, account executive.

Radio Accounts: Field Schlick & Co.; Model Launderers & Dry Cleaners; Roto Rooter Sewer Service Co.; Lon-O-Sheen Co.

GREY ADV. AGENCY INC.

166 W. 32nd St., New York 1
Tel.: Chickering 4-3900

Radio Dept.: Hermine Lukascy, timebuyer; Rhea LaGrue, chief of radio copy.

Radio Accounts: Consolidated Razor Blade Co.; Dif Corporation; Doughnut Corp. of America; Hollanderizing Corp. of America; Decorative Cabinet Co.; Bernard Ulmann Co.; Lambert Bros.; Ohrbach's Affiliated Stores; Phillips-Jones Corp.

GRIFFITH ADV. AGENCY

Times Bldg., St. Petersburg 1
Tel.: 4311

Radio Dept.: Robert J. Bullard, radio director.

THE GRISWOLD-ESHELMAN CO.

Terminal Tower, Cleveland 15
Tel.: Main 9484

Radio Dept.: Walter Morrison, director; Earl Preble, account executive.

Radio Accounts: Fleet-Wing Corp.

JULIAN GROSS ADV.

11 Asylum St., Hartford 3
Tel.: 7-7179

Radio Dept.: G. K. Ray, director and timebuyer; Julian Gross, Robert Lewis, account executives.

GUENTHER-BRADFORD & CO.

15 E. Huron St., Chicago 11
Tel.: Superior 9474

Radio Dept.: W. O'Brien, radio director; J. C. Conway, B. Max Mehl, S. A. Paterson, account executives.

Radio Accounts: Onthank-Davis Co.; G. W. Onthank Co.; Rockdale Monument Co.

LAWRENCE C. GUMBINNER ADV. AGENCY.

9 E. 41st St., New York 17
Tel.: Murray Hill 2-5680

Radio Dept.: Paul Gumbinner, radio director; Beatrice Gumbinner, timebuyer.

GUNN-MEARS ADV. AGENCY

1475 Broadway, New York 18
Tel.: Bryant 9-8197

Radio Dept.: William P. Gunn, partner.

Radio Accounts: Brooklyn Academy of Music; Home Diathermy Co.

GUSSOW-KAHN & CO.

200 Madison Ave., New York 16
Tel.: Ashland 4-6798

Radio Dept.: Leonard L. Gussow, radio director & timebuyer; George N. Kahn, account executive.

Radio Accounts: Yolande Inc.; John David Inc.; Bloch Freres, Inc.

GUTMAN ADV. CO.

1600 Main St., Wheeling, W. Va.
Tel.: Wheeling 5110

Radio Dept.: P. Kalany, director.

H

H. S. G. ADV. AGENCY

19 E. 53rd St., New York
Tel.: Wickersham 2-3338

Radio Dept.: Harry S. Goodman, president; Maurice Barrett, program director; Gene Flanagan, production; Walter J. Greenebaum, television director.

W. J. HACKENBERG ADV.

Hawley Bldg., Wheeling, W. Va.
Tel.: Wheeling 1787

Radio Dept.: Wm. J. Hackenberg.

M. H. HACKETT CO.

9 Rockefeller Plaza, New York 20
Tel.: Circle 6-1950

Radio Dept.: M. H. Hackett, radio director; Aida Stearns, timebuyer.

MELVIN F. HALL ADV.

220 Delaware Ave., Buffalo 2
Tel.: Madison 4461

Radio Dept.: Melvin F. Hall, president & account executive; W. B. Tanner, radio director & account executive; James G. Kelly; Alice Gaskill, account executives.

Radio Accounts: Henry & Henry; Van Buren Products Co.; Eagle Office Equipment Co.; Stewart & Benson Inc.; Otto Ulbrich Co.

HALPERN ADV. AGENCY

1457 Broadway, New York 18
Tel.: Longacre 5-7167

Radio Dept.: Samuel Halpern, radio director.

(Continued on page 210)

A New Market for RADIO and TELEVISION

Have you anything to sell to radio or television stations owned by newspapers? If you have, better write for this new EDITOR & PUBLISHER brochure today.

Did you know about 300 AM stations are owned by newspapers?

Did you know almost half of all applications for FM stations have newspapers' names on them?

Did you know that many newspapers, even some of the smaller papers, are keenly interested in FM and television?

This is a market development any one with anything to sell in the radio and television field should keep abreast of.

This new brochure gives the complete story. Write for your copy promptly, please.

EDITOR & PUBLISHER

... the newspaper for newspaper people

TIMES TOWER, TIMES SQUARE, NEW YORK 18, N. Y.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 209)

J. R. HAMILTON ADV.
180 N. Michigan, Chicago
Tel.: Randolph 7060
Radio Dept.: S. T. Cloffin, Albert L. Gale,
I. J. Morris, account executives.

WM. IRVING HAMILTON INC.
267 Fifth Ave., New York 16
Tel.: Murray Hill 5-1737
Radio Dept.: Wm. I. Hamilton, radio director.
Radio Accounts: Eimer & Amend.

HAMMEL & HAMMEL
405 S. Hill St., Los Angeles 13
Tel.: Madison 5225
Radio Dept.: Max J. Hammel, co-owner &
radio director.

HAMMER ADV. AGENCY
983 Main St., Hartford 3
Tel.: 5-4883
Radio Dept.: Marc Boker, radio director;
Ethyl Kantor, programming.

HOWARD G. HANVEY ADV.
Phelan Bldg., San Francisco 3
Tel.: Douglas 4100
Radio Dept.: Howard G. Hanvey.

M. E. HARLAN ADV. AGENCY
525 Market St., San Francisco 5
Tel.: Douglas 5721
Radio Dept.: M. E. Harlan.
Radio Accounts: Meyenberg Milk Products Co.;
Regal Amber Brewing Co.

HARMON ADV. AGENCY
Chapman Bldg., Portland 3, Maine
Tel.: 3-0157
Radio Dept.: C. H. Harmon.

R. T. HARRIS ADV. AGENCY
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815

Radio Dept.: R. T. Harris, president & time-
buyer; Kai O'Brien, account executive;
Thos. H. Axelson, vice-president.
Radio Accounts: East Idaho Brewing Co.;
Hotel Utah; Independent Coal & Coke Co.;
McDonald Chocolate Co.; Prudential Fed-
eral Savings & Loan Assn.; Purity Biscuit
Co.; Southeastern Furniture Co.; Temple
Square Hotel.

LESTER HARRISON ASSOC. INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 3-1267
Radio Dept.: Sydney Rubin, radio director &
timebuyer; Lester Harrison, Marshall Bach-
enheimer, account executives.
Radio Accounts: Blue Ribbon Ice Cream Co.;
Ball Brassiere Co. Inc.; Universal Brassiere
Co.; Brenner Bros.; Wise Shoe Stores; Nissy
Perfumes Co.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 0055
Radio Dept.: Thomas Kivlan, director; George
H. Hartman, Edwin Cahn, account executives.
Radio Accounts: Hartz Mountain Products;
Monchester Biscuit Co.; Lakeside Biscuit Co.;
Quality Biscuit Co.; Nash-Underwood Co.;
M. J. Lanahan; Neumode Hosiery Co.; Gold-
berg Fashion Forum; Nelson Bros.; P. A.
Starck Plane Co. Olivio Soap; Chicago
Tribune; Albulac Co.; Fred W. Amend Co.;
Simoniz Co.

L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664
Radio Accounts: Alta Vineyard Co.

HAZARD ADV. CO.
295 Madison Ave., New York 17
Tel.: Ashland 4-7484
Radio Dept.: Joseph L. Boland, vice-president
and radio director.
Radio Accounts: Lederle Labs., Inc.; Ameri-
con Cyanamid Co.

HEINTZ, PICKERING & CO. INC.
Paramount Bldg., 323 W. Sixth St., Los
Angeles 13
Tel.: Michigan 6062
Radio Dept.: Carl M. Heintz, co-owner, time-
buyer, account executive; Johnny Murray,
radio director; June Morgan, asst. timebuyer.
Radio Accounts: Smart & Final Co. Ltd.;
Knudsen Creamery Co.

HENRI, HURST & McDONALD INC.
520 N. Michigan, Chicago 11
Tel.: Superior 3000
Radio Dept.: W. E. Jones, radio director;
David W. Dole, assoc. radio director, time-
buyer; Mildred Mishler, radio traffic man-
ager.
Radio Accounts: Acme White Lead & Color

Works; Ballard & Ballard Co. Inc.; John Mor-
rell & Co.; Skelly Oil Co.
J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 3-7426
Radio Dept.: A. J. Welch, E. H. Pearson.
Washington, D. C.—1510 19th St., N.W. Tel.:
Columbia 8459. R. M. Townsend, man-
ager; Mrs. Vera Cassidy Ash, director
of radio division (Washington & New
York).

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Bryant 9-2365
Radio Dept.: Fred G. Russell, radio director &
timebuyer.

HILL ADV. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-7800
Radio Accounts: Ray-Tele; Central N. Y.
Broadcasting Corp.

ALBERT P. HILL CO.
233 Oliver Ave., Pittsburgh 22
Tel.: Grant 3700
Radio Dept.: L. T. Homby, account executive.

IVAN HILL ADV.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1853
Radio Dept.: Eleanor Fahrenholz.
Radio Accounts: Armand Co.; Fair Dept.
Store; Hubbard Milling Co.; Old Sunday
School.

HILLMAN-SHANE-BREYER
403 W. 8th St., Los Angeles 14
Tel.: Triunty 1453
Radio Dept.: Charles F. Chaplin, radio direc-
tor; Selma Schonfeld, timebuyer; David Hill-
man, Donald A. Breyer, Myron Elges, Hessel
Smith, account executives.
Radio Accounts: 42 Products Co.; Thrifty
Drug Stores; Warner Bros. Theatres; Zea-
man Clothing Co.; Eastern Columbia Stores;
Brooks Clothing Co.

HIRSHON-GARFIELD INC.
580 Fifth Ave., New York 19
Tel.: Bryant 9-9350
Radio Dept.: Jack Manning, radio director;
Betty Manning, asst. radio director
Boston 16—Park Square Bldg. Tel.: Liberty
0488. Gabriel M. Stern, manager; Herb
Frank, radio director.
Radio Accounts: Stop & Shop Super Markets;
Raytheon Mfg. Co.; McGregor Sportswear
Co.; Artistic Foundations, Inc.; Flexees, Inc.;
King Diamond Cutters; Edith Lances; Edward
Reed Ltd.; M. Louis Products Co.; E. B.
Badger & Sons; House of Old Molineaux Inc.;
Ron Virgin Co., Ltd.; E. T. Slattery Co.; Suf-
folk Farms; R. H. White Co.

HIXSON-O'DONNELL ADV.
19 W. 50th St., New York 20
Tel.: Circle 5-6590
Radio Dept.: L. B. Van Doren, vice-president,
charge of radio; Katherine Shanahan, time-
buyer.

HOFFMAN & YORK
808 N. Third St., Milwaukee 3
Tel.: Daly 6510
Radio Dept.: Howard L. Peck, radio director.

WILLIAM HOFFMAN & ASSOC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8518
Radio Dept.: William Hoffman.

WILLIAM F. HOLLAND
Hotel Sinton, Cincinnati 2
Tel.: Main 3450
Radio Dept.: William F. Holland, timebuyer;
James Parsons, copy chief; J. Clark, produc-
tion; D. E. Holland, Clyde Hogue, account
executives.

GEO. C. HOSKIN ASSOC.
210 S. Clark St., Chicago 4
Tel.: Centrol 4565
Radio Dept.: Geo. C. Hoskin.
Glendale 3—102 N. Brand. Tel.: Citrus 3-1334.

JAMES HOULIHAN ADV.
Tribune Tower, Oakland.
Tel.: TW. 4470
Radio Dept.: Robt. Pierson; James Houlihan.
Radio Accounts: Murphy Motors; Maritime
Commission.

E. T. HOWARD CO.
40 E. 49th St., New York 17
Tel.: Plozo 3-6860
Radio Dept.: Arthur L. Lippmann, radio
director & timebuyer; Alfred Lippman, Dewey

Pinsker, account executives.
Radio Accounts: Rieser Co. (Venida Products);
Hotel St. George.

MALCOLM HOWARD
20 E. Jackson, Chicago 4
Tel.: Webster 2110
Radio Dept.: A. M. Holland, Eileen Rietz,
Nikki Koye, Roy Freedman, account executives.

CHARLES W. HOYT CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0850
Radio Dept.: Wm. Philip Smith, radio and
television director.
Harford—15 Lewis St. Frank Whipple, man-
ager.

HUBBELL ADV. AGENCY
1220 Huron Road, Cleveland 15
Tel.: Cherry 0212
Radio Dept.: Inez Wallace, radio director;
Irving M. Adams, timebuyer; Frank Hubbell,
talent buyer and account executive.
Radio Accounts: Sapphire Biscuit Mix.

HUDSON ADV. CO.
92 Liberty St., New York 6
Tel.: Rector 2-0337
Radio Dept.: Isabelle Murray.

H. B. HUMPHREY CO.
Stotler Bldg., Boston 16
Tel.: Liberty 4714
Radio Dept.: William M. Eynon, vice-presi-
dent and radio director; Sally Larkin, asst.
to radio director.
New York 17—420 Lexington Ave. Tel.: Mur-
ray Hill 5-0993. H. B. Humphrey Jr.,
manager.
Radio Accounts: Christian Science Church;
Christian Science Monitor; The Employers'
Group; Rumford Chemical Works; Woltham
Watch Co.; E. T. Wright & Co.

HUMPHREY, PRENTKE & ASSOC.
8121 Carnegie Ave., Cleveland
Tel.: Randolph 0474
Radio Dept.: Ralph B. Humphrey, radio
director; Robert C. Brown, account execu-
tive.

HUTCHINS ADVERTISING CO.
Cutler Bldg., Rochester 4, N. Y.
Tel.: Main 3528
Radio Dept.: E. B. Loveman, R. P. Weis
account executives.
Philadelphia 40—3701 N. Broad St. Tel.: Rod-
cliff 1900. E. B. Loveman, vice-president
New York 18—19 W. 44th St. Tel.: Murray
Hill 2-0716. J. E. McMillin, vice-presi-
dent.

Toronto—1244 Dufferin St. John Bennet, man-
ager.
Radio Accounts: Philco; Schiller's.

INDUSTRIAL ADV. ASSOC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7875
Radio Dept.: Milton G. Peterson, accoun-
t executive.
Radio Accounts: Ar-Ex Cosmetics, Inc.

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 5767
Radio Dept.: Virginia Lyons, radio director;
Virginia M. Wein, timebuyer; J. R. Minitier,
account executive.
Radio Accounts: La Touroine Coffee Co.
Whiting Milk Co.; Friend Bros.

INTERNATIONAL ADVERTISERS
60 N. Division Ave., Grand Rapids 2, Mich.
Tel.: 9-4184
Radio Dept.: Lewis N. Steenwyk, radio di-
rector.

IVEY & ELLINGTON INC.
535 Fifth Ave., New York 17
Tel.: Murray Hill 2-5204
Radio Dept.: Hal James, radio director
timebuyer; A. G. Graft, media director.
Radio Accounts: Bayuk Cigars Inc.; Gener
Baking Co. (Bond Bread); McKesson & Rot
bins Inc. (Box); Sweets Co. of America.

JOSEPH JACOBS JEWISH MARKET ORG.
6 E. 46 St., New York 17
Tel.: Murray Hill 2-6995
Radio Dept.: Joseph Jacobs, time & tele
buyer; M. Heilson, director; Sholem Ruba-
stein, asst. director; Harry Lubin, music
director.

1000 WATTS • 580 KILOCYCLES

Blue Network
WEED & COMPANY
REPRESENTATIVES

M. J. JACOBS INC.

303 W. 42nd St., New York 18
Tel.: Columbus 5-4219
Radio Dept.: M. J. Jacobs, radio director & timebuyer.
Radio Accounts: K. Arakellan Inc. (Mission Bell Wines).

JASPER, LYNCH & FISHEL

17 E. 49 St., New York 17
Tel.: Plaza 5-1700
Radio Dept.: Michael Gore, vice-president and radio director.

JAYNES-HARSHBERGER-MARTIN

639 S. Spring St., Los Angeles 14
Tel.: Vandike 1310
Radio Dept.: J. G. Strassburger, radio director-producer; O. Jaynes, sales executive; George Harshberger, general manager; John F. Martin, account executive; Lucile Cook, retail merchandising.

JOHNSON, READ & CO. INC.

53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 7071
Radio Dept.: Mrs. M. B. Sutherby, radio director.

JONES & BRAKELEY INC.

150 Nassau, New York 7
Tel.: Beakman 3-1912
Radio Dept.: J. C. Gerding, Frank E. Fehlman, account executives; Marie C. Power, timebuyer; Arnold Cohan.
Radio Accounts: Bethlehem Steel Co.; McCormick & Co.

DANA JONES CO.

756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131
Radio Dept.: O. V. Johnson, radio director; Dana H. Jones, account executive; Margaret Zoll, timebuyer.
Radio Accounts: Bullock's Security First National Bank; Chapman's Ice Cream Co.; Helms Bakeries; Tivoli Beer; Studebaker Pacific Corp.

DUANE JONES CO.

570 Lexington Ave., New York
Tel.: Plaza 4848
Radio Dept.: Reggie Schuebel, radio director; Vera Brennan, timebuyer; Joseph Scheideler, C. Frederic Bell, Brent Groves, Henry Turnbull, Eugene Hulshizer, Paul Werner, account executives.
Radio Accounts: Manhattan Soap Co.; Wesson Oil & Snowdrift Sales Co.; Wilbert Products Co.; Joseph Tetley & Co.; N. Y. State Republican Committee; B. T. Babbitt Co.; Grocery Store Products Co.; Hudson Pulp & Paper Co.; Mennen Co.; Kerr's Butter Scotch Inc.; Sweets Co. of America; Pierce's Proprietaries Inc.; Household Products Corp.; C. F. Mueller Co.; E. Meyers Lye Corp.; Megowen-Educator Food Co.

JONES FRANKEL CO.

43 E. Ohio St., Chicago 11
Tel.: Superior 0707
Radio Dept.: John Frankel.
Radio Accounts: Richards; Toni Inc.; Prince Gardner.

RALPH H. JONES CO.

Carew Tower, Cincinnati.
Tel.: Main 3351
Radio Dept.: C. M. Robertson Jr., president; Kathryn M. Hardig, Margaret A. Rogers, Malcolm MacPherson, James M. Nelson, Stanley A. Willer, Allen Thrasher, W. J. Williamson, account executives.
New York 19-380 Fifth Ave. Tel.: Wisconsin 7-5500. Phillip Meek, manager.

JOSEPH ADV. AGENCY

1801 Reading Road, Cincinnati 2
Tel.: Parkway 7850
Radio Dept.: Jesse M. Joseph, proprietor & account executive; Eli Cohan, account executive.

JUNE & CO.

New Center Bldg., Detroit 2
Tel.: Trinity 1-7450
Radio Dept.: Robert June, Lee Thompson.

CLARENCE B. JUNEAGENCIES

214 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 1361
Radio Dept.: Clarence B. Juneau, owner & account executive; Virginia Ross, radio director & timebuyer.
Radio Accounts: Southwestern Division of American Federation of America; California State Federation of Labor; Western Conference of Teamsters; Los Angeles Evening Herald & Express; Mole-Richardson Co.

K**ROBERT KAHN & ASSOC.**

430 N. Michigan Ave., Chicago 11
Tel.: Delaware 5480
Radio Dept.: Earl J. Kahn, radio director; Robert Kahn; John Hopkinson, timebuyer.
Radio Accounts: Homer Bros.; Gold Spun Dehydrated Soup; Weatherman Co.; Honey-krisp Candy Co.; Isabels Restaurants; Turner Bros. Clothes.

KAL ADVERTISING INC.

Star Bldg., Washington 4
Tel.: Metropolitan 0863
Radio Dept.: Robert J. Enders, radio director; Rhoda Bandler, continuity director; Edith Gustafson, production manager; Harriet Miller, timebuyer; Alexander L. Charles, Marshall R. Worcester, account executives.

KALOM CO.

664 N. Michigan, Chicago 11
Tel.: Superior 8464
Radio Dept.: James Ward, radio director; J. H. Kalom, M. Kissel, account executives.

KANE ADV.

508 North East, Bloomington, Ill.
Tel.: 7349-5
Radio Dept.: Donald Glasgow, radio director; W. H. Kinsall, talent & timebuyer.
Radio Accounts: Paul F. Beich Co.

JOHN KARCH ADV. AGENCY

280 Broadway, New York 7
Tel.: Barclay 7-1045
Radio Dept.: John George Karch, radio director & timebuyer.
Radio Accounts: Giroux Co. Inc.; Permanent Co.; Washington Market; Aritlush Co.

H. W. KASTOR & SONS

360 N. Michigan Ave., Chicago 1
Tel.: Central 5331
Radio Dept.: James H. Wright, director; Marie McDonald, traffic manager; Joan Herron, asst.; V. T. Mertz, H. B. Cohen, H. K. Kohn, J. H. Wright, account executives
New York 20-9 Rockefeller Plaza Tel.: Columbus 5-6135. Arthur Kastor, vice-president.
St. Louis-Arcade Bldg. Herman Kastor, vice-president.
Hollywood-Equitable Bldg. Murray Bolen, manager.

Radio Accounts: Procter & Gamble, Cincinnati; Stan B. Vitamins; 8-in-1 Cold Tablets; Kungsholm Cookies; Blackhawk Beer; Welch Grape Juice Co.

JOSEPH KATZ CO.

444 Madison Ave., New York 22
Tel.: Wickersham 2-2740
Radio Dept.: Elizabeth Blork, timebuyer; Allen J. deCastro, production; N. C. Wildman, vice-president.
Baltimore 2-8 South St. Tel.: Lexington 1500. John T. McHugh, timebuyer; Harold Kaye, production.

HENRY J. KAUFMAN, ADV.

Homer Bldg., Washington 5
Tel.: District 7400
Radio Dept.: Jeffrey A. Abel, radio director & timebuyer; G. Clark Brant Jr., Charles deLozier, account executives; Betty Harper, writer.

TYLER KAY CO.

775 Main St., Buffalo 3
Tel.: Lafayette 6111
Radio Dept.: H. Tyler Kay, president.

KAYTON-SPIERO CO.

230 W. 41st St., New York 18
Tel.: Longacre 5-5090
Radio Dept.: Mort Nusbaum, radio director; Morris Kinzler, timebuyer.
Radio Accounts: 20th Century-Fox Films Corp.; Roxy Theatre.

RAYMOND KEANE ADV.

1441 Weldon St., Denver.
Tel.: Cherry C115
Radio Dept.: Ethel N. Keane, timebuyer; Iean Zimmerman, production manager; Gloria Gray, copy chief; Jeanne Eissing, copywriter; A. Wright, M. Beck, account executives.
Radio Accounts: Republic Drug Co.; Seven-Up Colorado Co.; American Furniture Co.; American National Bank; Amter's; Hopper Furs; Intermountain Elevators; K. & B. Packing & Prov. Co.; Kay's Better Jewelers; Kartz Jewelry Co.; Dave Cook Sporting Goods Co.

KEELING & CO.

1028 Chamber of Commerce, Indianapolis 5
Tel.: Riley 1478
Radio Dept.: Don H. Collins, account executive.
Radio Accounts: Hastings Mfg. Co.; Casite Corp.

KEELOR & STITES CO.

Carew Tower, Cincinnati 2
Tel.: Parkway 1311
Radio Dept.: Sam Malcolm Levy, vice-president, radio & television director; C. N. Ascheim, P. R. Hume, account executives.
Radio Accounts: Early Daniel Co.; Frank Tea & Spice Co.; Grandpa Soap Co.; Sealy Mattress Co.; Thorabred Dog Foods.
Television Account: Fashion Fracks.

KELLY, ZAHRNDT & KELLY

Cotton Belt Bldg., St. Louis 2
Tel.: Garfield 0777
Radio Dept.: Chas. F. Kelly Jr., president; Walter Zahrdt, Virgil A. Kelly, vice-presidents.

KELSO NORMAN ORGANIZATION

703 Market St., San Francisco 3
Tel.: Douglas 2848
Radio Dept.: Kelso Norman
Radio Accounts: Padesta E. Baldocchi; Northern Calif. Floral Assn; Madera Wineries & Distillers.

KENDALL & DE FILIPPES (Export Adv.)

113 W. 57th St., New York 19
Radio Dept.: Robert F. Kendall, radio director.
Radio Accounts: Collins Co.

KENYON & ECKHARDT

247 Park Ave., New York 17
Tel.: Plaza 3-0700
Radio Dept.: William B. Lewis, vice-president and radio-television director; Robert D. Wolfe, assoc. radio director; Frank Palmer, chief timebuyer; Mary Dwyer, traffic manager; Helen Gill, Kathryn McCann, Sally Reynolds, timebuyers; John Brew, Ralph Linder, Frank Owen, account executives.
Chicago 3-135 S. La Salle St. Tel.: Randolph 6470. Chester Faust, vice-president.
Hollywood-Equitable Bldg. J. A. Briggs, manager; John Swallow, radio director.
Montreal-Sun Life Bldg. Jack Raymond, manager.

Radio Accounts: Kellogg Co.; Standard Brands; Southern Cotton Oil Co.

KETCHUM, MACLEOD & GROVE

Koppers Bldg., Pittsburgh 19
Tel.: Atlantic 1100

FRANK KIERNAN & CO.

41 Maiden Lane, New York 7
Tel.: Whitehall 3-0810
Radio Dept.: Samuel D. Mallin, account executive.
Radio Accounts: Flowery Manicure Products Co.; Kirsch Beverages..

H. M. KIESWETTER ADV. AGENCY INC.

9 E. 40th St., New York 16
Tel.: Lexington 2-0025
Radio Dept.: Sam S. Baker, radio director; Blanche Fernandez, timebuyer; Frank Chase, H. A. Steckman, account executives.
Radio Accounts: Penn Tobacco Co.; Bath-sweet Corp.; Duro Glass Nail Polish.

ABBOTT KIMBALL CO.

250 Park Ave., New York 17
Tel.: Plaza 3-9600
Radio Dept.: Cecil Hackett, vice-president; Miriam Traeger, timebuyer.
Chicago 1-333 N. Michigan Ave. Tel.: Franklin 8188. Grant Chamberlin, manager.
Kansas City 6-10 W. 21st St. Tel.: Victor 1950. David Mindlin, manager.
Los Angeles-3055 Wilshire Blvd. Tel.: Fairfax 1043. Blaisdel Gates, manager.

ALBERT KIRCHER CO.

1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeake 2800
Radio Dept.: Russell Giradian, radio director; L. H. Lasher, timebuyer.

KIRCHER, LITTLE, HELTON & COLLETT ADV.

321 W. 1st St., Dayton 2
Tel.: Fulton 2151
Radio Dept.: Herman W. Land, radio and television director; Watson Metcalf, Jim Hadley, Gordon Cloyd, copy; Ralph Kircher, copy chief.
Radio Accounts: Edward Furniture Co.; Field

(Continued on page 212)

SPONSORS SPEAK LOUDER THAN WORDS

SEE PAGE 127



Ralph N. Weil, Gen. Mgr. John E. Pearson Co., Nat'l Rep.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 211)

& Stream Magazine; Gem City Bldg. & Loan Assn.; Omer Register Co.; Victor Furniture Co.; Dayton Spice Mills.

PHILIP KLEIN ADV.

1910 Rittenhouse Sq., Philadelphia 3
Tel.: Kingsley 1420

Radio Dept.: Walter Green; Philip Klein; Morton Koshland, account executives. Henry Klein, television director and account executive.

KLEPPNER CO.

551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730

Radio Dept.: Leon Balsam, radio director & timebuyer; Otto Kleppner, account executive. Radio Accounts: Peterson Tobacco Shops; Schenley Import Co.; National Remedy Co. (Enarco); Rogers Import Co.

H. M. KLINGENSMITH CO.

First Nat'l. Bank Bldg., Canton 2 O.
Tel.: 4-5115

Radio Dept.: H. M. Klingensmith, president & timebuyer; S. L. Huffman, radio director; Rex Farrell, Miles G. McKearney, account executives.

Radio Accounts: Chamberlain-Haber Chemical Co.; Canton National Bank; Superior Dairy Inc.; Blemo Co., Canton.

KLINGER ADV. CORP.

119 W. 57th St., New York 19
Tel.: Circle 6-3660

Radio Dept.: Atwood A. Klinger, president and account executive; Elsie French, sec-treas. and account executive.

Radio Accounts: Madison L. I. Personal Loan; Stanback Co.; Samuel Schlassman & Sons; Servus Clothes; Price Auto; Midtown Health Club.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco
Tel.: Sutter 6110

Radio Dept.: Mr. Thomas J. McNamara.

Radio Accounts: S. & G. Gump's; Manning's Coffee, Inc.

M. R. KOPMEYER CO.

Realty Bldg., Louisville 2
Tel.: Wobash 3357

Radio Dept.: M. R. Kopmeyer, president & account executive; W. A. Freeman, vice-president & account executive; Fred Gerberding, account executive; Charles Murray; Mary Becker, copywriters.

J. M. KORN & CO.

1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 2500

Radio Dept.: Roland Israel, radio director.

ARTHUR KUDNER INC.

630 Fifth Ave., New York 20
Tel.: Circle 6-3200

Radio Dept.: Myron P. Kirk, radio director; Eleanor Manning, chief timebuyer; Go-Mills, business manager; Robert Stewart, Taylor Adams, account executives; Alon Ward, television director.

Detroit 2—New Center Bldg. Tel.: Madison 5315. Robert Copeland, manager.

San Francisco—215 Market St. Tel.: Garfield 5433. Lloyd Myers, manager.

Radio Accounts: General Motors Corp.; U. S. Tobacco Co. (Dills Best & Model Tobaccos).

J. R. KUPSICK ADV.

122 E. 42nd St., New York 17
Tel.: Murray Hill 5-9145

Radio Dept.: J. R. Kupsick, Saul Kampf, account executives; Jerry Law, radio director.

KUTTNER & KUTTNER

540 N. Michigan Ave., Chicago 11
Tel.: Superior 1877

Radio Dept.: M. G. Grinspan, director & timebuyer; C. D. Kuttner, E. A. Grossfeld, account executives.

Radio Accounts: Capitol Dairy Co.; Holleb & Co.; Kay Daumit; R. Gerber & Co.; R. B. Clothes.

L

LA BRUM & HANSON

Bankers Security Bldg., Philadelphia
Tel.: Kingsley 1877

Radio Dept.: Thomas A. La Brum, radio director.

MORTON LACHMAN ADV.

Electric Bldg., Aberdeen, Wash.

Radio Dept.: Ruth A. Paindexter, acting agency manager.

Radio Accounts: George J. Wolff Co.; Goldberg Furniture Co.

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3
Tel.: 5-1571

Radio Dept.: Clarke R. Brown, radio director; Hugh Murphy, asst. timebuyer, traffic & control; Mrs. Lucille Simmons, Mrs. Eve Cullison, asst. timebuyers.

JAMES G. LAMB CO.

Land Title Bldg., Philadelphia 10
Tel.: Spruce 7823

Radio Dept.: Kennard G. Keen Jr., radio director.

LAMBERT & FEASLEY INC.

9 Rockefeller Plaza, New York 20
Tel.: Columbus 5-3721

Radio Dept.: Martin Horrell, radio director; Gordon Seagrave, account executive.

Radio Account: Lambert Pharmaceutical Co.

LAMPORT, FOX, PRELL & DOLK INC.

825 J. M. S. Building, South Bend 5, Ind.
Tel.: 3-2161

Radio Dept.: Carl F. Prell, vice-pres.; Len Hofmann, William Callender, account executives.

Radio Accounts: Scherman, Schaus-Freeman Co.; Northern Indiana Transit.

LANG, FISHER & STASHOWER

1010 Euclid Ave., Cleveland 15
Tel.: Main 6579

Radio Dept.: Alvin B. Fisher, radio director; Thomas E. O'Connell, asst. director.

Radio Accounts: Brewing Corp. of America; Yellow Cab Co.; Bonne Bell, Inc.; Railway Corporation; Miller-Becker Co.; Cleveland Co-Operative Store Co.; The World Publishing Co.

LAPORTE & AUSTIN INC.

369 Lexington Ave., New York 17
Tel.: Murray Hill 3-5884

Radio Dept.: F. B. Leedon, F. F. Casey, account executives; B. Gary.

Radio Accounts: Dunshaw Co.; J. W. Lendenberger Co.

LAUSEN & SALOMON

520 N. Michigan Ave., Chicago 11
Tel.: Superior 0738

Radio Dept.: Wendell Walker, account executive.

Radio Accounts: Foley & Co.

THE LAVENSON BUREAU

12 S. 12th St., Philadelphia 7
Tel.: Lombard 1158

Radio Dept.: W. Staunton Moylan, radio director.

LEEFORD ADV. AGENCY, INC.

315 Fourth Avenue, New York 10
Tel.: Stuyvesant 9-1742

Radio Dept.: David D. Lee, president.

Radio Accounts: Remington Rand Inc.

LEE-STOCKMAN INC.

30 Vesey St., New York 7
Tel.: Rector 2-0350

Radio Dept.: J. Lewis Reid, consultant; W. Arthur Lee, Rufus B. Burnham, Louis H. Meyer, account executives.

AL PAUL LEFTON CO.

1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 1500

Radio Dept.: Mrs. Bowers, radio director. New York 17—521 Fifth Avenue. Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Avenue. Tel.: Superior 7977.

Hollywood 28—6305 Yucca Street. Tel.: Hollywood 8148.

Washington 5—601 13th St., N. W. Tel.: National 1160.

HART LEHMAN ADV.

118 E. 28th St., New York 16
Tel.: Murray Hill 4-7831

Radio Dept.: Hart E. Lehman.

LEIGHTON & NELSON

202 State St., Schenectady 5
Tel.: 6-4202

Radio Dept.: Winslow P. Leighton, George R. Nelson, partners and account executives; George R. Nelson, radio director; Cecil Woodland, copy director and account executive; Marilyn Herment, asst. copy director.

LENNEN & MITCHELL INC.

17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Radio Dept.: John W. Laveton, asst. radio director; Fred Blumenshien, head, radio commercial dept.; Joseph C. Lincoln, business manager; Robert Orr, Roy Virden, account executives.

Hollywood—308 N. Rodeo Drive. Mel Williamson, general manager; S. James Andrews, radio director.

Radio Accounts: Andrew Jergens Co. (Jergens Lotion, Woodbury Face Powder); P. Larillard Co. (O'ld Golds); Tide Water-Oil Associated Oil Co. (Tydol, Veedol).

S. R. LEON CO.

1 Madison Ave., New York 10
Tel.: Murray Hill 5-8019

Radio Dept.: Hortense Brandt, radio director.

H. B. LeQUATTE INC.

200 Madison Ave., New York 16
Tel.: Ashland 4-5571

Radio Dept.: H. B. LeQuatte, radio director.

AUSTIN C. LESCARBOURA & STAFF

The Workshop, Croton-on-Hudson, N. Y.
Tel.: Croton 444

Radio Dept.: Austin C. Lescarboura.

TED LEVY ADV.

Temple Court Bldg., Denver 2
Tel.: Cherry 4521

Radio Dept.: Tad Levy, president; Barbara D. Aiton, radio director; Eleanor Zaengle, Gladys Kauffman, copywriters.

ADDISON LEWIS & ASSOC.

Fashay Tower, Minneapolis 2
Tel.: Atlantic 6235

Radio Dept.: Addison Lewis, president & account executive; W. A. Grove, account executive.

LIEBER ADV. CO.

228 N. LaSalle St., Chicago 1
Tel.: State 1771

Radio Dept.: R. R. Kaufman, radio director & timebuyer.

Radio Accounts: Progress Feather Co.; Davidson Bokeries; Roland Corp.; Chicago Trans. Co.; Sheldon Exclusive Furriers.

LILLER, NEAL & BATTLE ADV.

Chamber of Commerce Bldg., Atlanta 3
Tel.: Jackson 2664

Radio Dept.: W. W. Neal, C. K. Liller, account executives.

Radio Accounts: Allied Drug Products Co.; Armour Fertilizer Works; Brock Candy Co.; City Mills Co.; Colonial Stores; W. H. Lay Co.; Morris Plan Bank of Ga.

CARR LIGGETT ADV.

NBC Bldg., Cleveland 14
Tel.: Cherry 3435

Radio Dept.: Carr Liggett, president & account executive; Leonard W. Smith, account executive.

Radio Accounts: I. T. S. Co.; Climox Industries Inc.

LITTLE & CO.

3757 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1267

Radio Dept.: Duncan Jennings, radio director & timebuyer; Goyb Little, owner and account executive.

Radio Accounts: Kenu Products Co.; Gilbert C. Wilson Labs.; The National Plan; Adohr Milk Farms.

LEON LIVINGSTON ADV.

Mills Bldg., San Francisco 4
Tel.: Sutter 7340

Radio Dept.: Zonabella Samson, timebuyer. E. B. Kraugh, account executive.

Radio Accounts: Colgate-Palmolive Peet Co.; Italian Swiss Colony.

LIVINGSTONE-PORTER-HICKS

Eaton Tower, Detroit 26
Tel.: Randolph 6640

Radio Dept.: Patricia Adams, L. P. Hicks, account executives.

Radio Accounts: Lafer Bros.; Kopplitz-Melchers Inc.; Wenger's Inc.; Leader Carpet Cleaning Co.

710,113

People

in Metropolitan OAKLAND

Metropolitan Oakland extends nearly 30 miles (all solidly built-up CITY) along the eastern shore of San Francisco Bay.

And that's not a small market in any man's language. (actually 3rd largest on the Pacific Coast)

K R O W

"THE HOME INTEREST STATION"

IS *Oakland's Leading Station*

RADIO CENTER BUILDING, 19TH AND BROADWAY
OAKLAND, CALIFORNIA

Philip G. Lasky, General Manager



LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8800

Radio Dept.: Harvey N. Volkmar, John J. Hagon, account executives.

Radio Accounts: Pirrone Wineries; Gambine Labs. Inc.

LOCKWOOD-SHACKELFORD CO.

122 E. 7th St., Los Angeles 14
Tel.: Trinity 9801

Radio Dept.: David R. Fenwick, radio director & timebuyer.

Radio Accounts: Los Angeles Brewing Co.; Breakfast Club Sales Corp.; California Associated Products Co.; King's X Flavor & Extract Co.

LOEB & PAIRO ADV.

223 Peachtree St., N. E., Atlanta 3
Tel.: Main 6935

Radio Dept.: Mabel H. Loeb, president & account executive; Virginia A. Pairo, vice-president & account executive.

LOEWY ADV. AGENCY

41 Park Row, New York 7
Tel.: Worth 2-3773

Radio Dept.: Henry H. Loewy, vice-president.

W. E. LONG CO.

155 N. Clark St., Chicago 1
Tel.: Randolph 4606

Radio Dept.: E. J. Sperry, radio director; Robert B. Struble, asst.; Richard J. Slater, supervisor syndicated programs; Clyde Sigafos, television director.

LUCERNA CO. INC.

17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267

Radio Dept.: Emanuel Goldman, radio director.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1
Tel.: Andover 1888

Radio Dept.: Vincent R. Bliss, radio director; Jane Daly, timebuyer.

Radio Accounts: All Purpose Rit; Riturno Hair Dye; Koolox Shaving Cream; Thor Washing Machines & Ironers.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

Radio Dept.: W. B. Prithard, timebuyer; Remus Harris, L. S. Fieldhouse, account executives.

THE LYON AGENCY

116 New Montgomery St., San Francisco
Tel.: Douglas 3546

Radio Dept.: Dwight Lyon.

Radio Accounts: Spreckles-Russell Dairy; Lohr Spring & Tire.

S. DUANE LYON INC.

9 Rockefeller Plaza, New York
Tel.: Circle 5-8181

Radio Dept.: William Caytan, radio director; Minne Holl Carothers, publicity director; S. Duane Lyon, Chester Radven, account executives.

Radio Accounts: Dorset Foods, Ltd.; Lake Shore Food Products.

W. D. LYON CO.

417 1st Ave., S. E., Cedar Rapids, Ia.
Tel.: 3-0051

Radio Dept.: Stanton M. Peterson; Mrs. W. D. Lyon, account executive.

Radio Accounts: Colonial Baking Co.; Gordon Canning Co.; Iowa Canning Co.

M**NORMAN S. S. MacAFEE ADV.**

424 Chestnut St., Philadelphia
Tel.: Lombard 7697

Radio Dept.: Norman S. S. MacAfee, radio director.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1
Tel.: Randolph 9360

Radio Dept.: Miss Evelyn Stark, radio director; Allen B. Dicus, Wm. F. Pitney, Howard G. Knowlton, account executives.

New York 20—10 Rockefeller Plaza. Tel.: Circle 6-2850. A. E. Aveyard, partner; Henry Clay Klein, radio director; Miss Bergliette Boe, timebuyer.

Radio Accounts: Zenith Radio Corporation; Omar, Inc.; United Wallpaper, Inc.

W. W. MacGRUDER

Midland Savings Bldg., Denver 2
Tel.: Cherry 0693

Radio Dept.: W. W. MacGruder, timebuyer; George Bakewell, production manager; Gerry Brown, script writer; George Cherry, artist.

Radio Accounts: Coors Beer; 3 Daughters Powder; Fairmont Cemetery Assn.; Midland Savings & Loan.

NORMAN A. MACK & CO.

67 W. 44th St., New York 18
Tel.: Murray Hill 2-1135

Radio Dept.: Norman A. Mack, Charles Mitchellson.

Radio Account: Varden Dress Co.

MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Elmer W. Froehlich, radio director; John R. MacManus, account executive.

Radio Account: Champion Spark Plug Co.

MAC WILKINS, COLE & WEBER

Corbett Bldg., Portland 4
Tel.: Broadway 6401

Radio Dept.: Ken Tillson, radio director and account executive; Ted Bushman, Don Dawson, Mac Wilkins, Rita Stackhouse, account executives.

Seattle 1—Republic Bldg. Tel.: Elliott 1335. Geo. H. Weber, partner & general manager; D. Buelow.

Radio Accounts: U. S. Bakery; Fahy-Brockman Clothiers; Chevrolet Co.; Montag Furnaces; Oregonian Publishing Co.

MAGGART ADV. AGENCY

333 N. Michigan Ave., Chicago 1, Ill.
Tel.: Central 3861

Radio Dept.: M. E. Maggart, M. E. Carr, account executives.

MALCOLM-HOWARD ADV.

20 E. Jackson Blvd., Chicago
Tel.: Webster 2110

Radio Dept.: Nikki Kaye, Eileen Rietz; Ray Freedman, Arthur M. Holland, H. A. Barkun, account executives.

DAVID MALKIEL ADV.

260 Tremont St., Boston
Tel.: Liberty 1421

Radio Dept.: Muriel Ginsburg, script writer; Morey Schwartz, production; David Malkiel, Harry Lawrence, Martin Kadis, account executives.

LLOYD MANSFIELD CO.

110 Pearl St., Buffalo 2
Tel.: Washington 2762

Radio Dept.: Lloyd Mansfield, president; Harold J. Warner, vice-president.

MARSHALK AND PRATT CO.

535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022

Radio Dept.: John R. Allen, radio director; Harry C. Marshalk, Bennett Kolb, account executives.

Radio Accounts: Standard Oil Company of New Jersey (Esso); Esmond Mills Inc.

TERRILL BELKNAP MARSH ASSOC.

480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570

Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADV. CO.

565 Fifth Ave., New York 17
Tel.: Plaza 3-0404

Radio Dept.: J. P. Schneider, radio director.

ARTHUR E. MARTIN INC.

610 W. Van Buren, Chicago
Tel.: Seeley 1133

Radio Dept.: A. E. Martin, radio director; Russell Errett, timebuyer.

MASON-GOLD ADV.

1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619

Radio Dept.: D. P. Nathanson, radio and television director; Jean Hadley, timebuyer; Marcia Hershkowitz, copy chief; Meyer Gold, account executive.

Radio Accounts: Red Devil Soot & Carbon Remover; Pfunder Co.; Janey Best Paint; Snyders Drug Stores.

MASON-RELKIN CO.

67 W. 44th St., New York
Tel.: Murray Hill 2-4949

Radio Dept.: Roger B. Relkin, radio director.

Radio Accounts: Leon & Eddie's; Wright Clothes; Triebitz Shoes; Guffanti's Restaurant; Hudson Canadian Furs.

J. M. MATHES INC.

122 East 42nd St., New York 17
Tel.: Lexington 2-7450

Radio Dept.: Wilfred S. King, vice-president and radio director; Edna Cathart, timebuyer; James McCracken, television director.

JOSEPH MAXFIELD CO.

87 Waybasset St., Providence 3
Tel.: Gospee 4456

Radio Dept.: Joseph M. Finkle, president and timebuyer; Archie M. Finkle, vice-president; Bruno Schnabel, treasurer; Anne E. Waled, executive secretary; Dorothy M. Taips, radio director.

Radio Accounts: Condy Mart Stores; Eclipse Food Products Corp.; Inaid Optical Co.; National Glass Co.; Rhode Island Sales Co.; Shiloh Bottling Co.; Metropolitan Theatres.

MAXON INC.

2761 E. Jefferson Ave., Detroit 7
Tel.: Fitzroy 5710

New York 22—570 Lexington Ave. Tel.: Eldorado 5-2930. Preston Pumphrey, radio director; E. Edwin Wilhelm, timebuyer.

Radio Accounts: General Electric Co. (electronics dept.); H. J. Heinz Co.; Gillette Safety Razor Co.

R. A. MAXWELL & ASSOC.

255 N. 29th St., Camp Hill, Pa.
Tel.: Harrisburg 27738

Radio Dept.: R. A. Maxwell.

Radio Accounts: Pa. Democratic State Committee.

MAY ADV. INC.

106 S. 16th St., Philadelphia
Tel.: Rittenhouse 7642

Radio Dept.: Bertram May, radio director.

MAYERS CO.

1240 S. Main St., Los Angeles 27
Tel.: Prospect 0101

Radio Dept.: Gertrude Stark, timebuyer and production manager; Henry Mayers, Arthur Mayers, Larry Lewin, Ted Neale, Gertrude Stark, account executives.

Radio Accounts: Food Machinery Corp.; Pennzoil Co.; California Bank; Dad's Root Beer; Dewing Co.; Gardon Bread Co.; Southern Calif. Tel. Co.; Live Food Product; Eastern-Columbia Dept. Store; Mendon Shirts; Sears, Roebuck & Co.

MAYS & BENNETT

412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

MCCANN-ERICKSON INC.

50 Rockefeller Plaza, New York 20
Tel.: Circle 5-7000

Radio Dept.: Lloyd O. Coulter, vice-president charge of radio; Lawson Paynter, executive asst. to vice-president; William C. Dekker, director of timebuying and stations relations; Marian Harper Jr., director of radio research; Russ Johnston, television director. Wm. A. Franchey, radio copy chief. Producers: Carla De Angelo, Dave Grant, Glen Heisch, Russ Johnston, Dorothy B. McCann, Clare Olmstead, Florence Orman, Bill Rousseau, Archie Scott.

Boston—1631 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, manager.

Chicago 5—910 S. Michigan Ave. Tel.: Webster 3701. Hamer Havermale, vice-president & manager.

Cleveland 14—Guardian Bldg. Tel.: Cherry 3490. A. A. Sommer, manager.

Detroit 26—Penobscot Bldg. Tel.: Randolph 9710. Donald C. Hight, vice-president & manager.

Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8268. Clare Olmstead, vice-president, August J. Bruhn, business manager.

Los Angeles 13—448 S. Hill St. Tel.: Mutual 1181. Burt Cochran, manager; Mary Kay Cain, timebuyer; Joe Eastman, account executive.

Minneapolis 1—Hodgson Bldg. Tel.: Bridgeport 6801. Jackson Taylor, vice-president & manager.

Portland 4, Ore.—Public Service Bldg. Tel.: Atwater 4305. R. B. Calkins, manager; Vivian McMurtry, account executive.

San Francisco 4—114 Sansomes St. Tel.: Douglas 5560. H. Q. Howes, vice-president & manager; Gerald J. Norton, manager, radio dept.; Burton C. Granicher, Robt. Barthold, F. H. McCrea, C. E. Persons, Bradford Collins, account executives.

Radio Accounts: New York and Hollywood; American Molasses Co.; Chesebrough Manufacturing Co.; Emerson Drug Co.; Gruen Watch Co.; Manufacturers Trust Co.; James McCutcheon & Co.; National Biscuit Co.; Pacific Coast Barox Co.; Stramberg-Carlson Co.; Stanco, Inc.; Westinghouse Elec. & Mfg. Co.; Zanite Products Inc. (Lorvec).

Chicago: Standard Oil Co. of Nebraska; Standard Oil Co. of Indiana; Milk Foundation, Inc.

Cleveland: Leisy Brewing Co.; Richman Bros. Co.; Standard Oil Co. of Ohio.

Detroit: Tivoli Brewing Co.

Los Angeles: Globe Mills, Inc.; Southern California Gas Co.; Southern Counties Gas Co.; Soil-Off Mfg. Co.; The Squirr Co.

Minneapolis: Pillsbury Mills, Inc.; Twin City Federal Savings & Loan Assn.; Gluek Brewing Co.; First National Bank; Northwest Scrap Dealers Assn.

Portland: Northwest Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.

San Francisco: Anglo Cal. Nat. Bank of San Francisco; Associated Dental Supply Co.; California Packing Corp.; Calif. Walnut Growers Assn.; Harold H. Clapp, Inc.; Dwight Edwards Co.; General Brewing Corp.; Hale Bros. Stores, Inc.; Pacific Gas & Electric Co.; Landondeery; Sunnybank Margarine; Macey's.

(Continued on page 214)

*Hey
There
Mister!*

Don't Overlook
the
"Monterey Bay
Area"
in California

COVER IT

Like a Blanket
with



KHUB

Watsonville, Calif.

Rep.: **W. S. GRANT**

New York • Los Angeles
Chicago • San Francisco

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 215)

L. F. McCARTHY & CO.
 Provident Bank Bldg., Cincinnati 23
 Tel.: Parkway 0368
 Radio Dept.: Emil Bauer, L. F. McCarthy, account executives.

R. E. McCARTHY ADV.
 Tampa Theatre Bldg., Tampa 2, Fla.
 Tel.: 2323
 Radio Dept.: R. E. McCarthy, M. D. King.
 Radio Accounts: Borden's Polinsetta Dairy; Lenfestey Supply Co.; Peninsular Telephone Co.; Pioneer Tire Co.; Southern Brewing Co.

McCARTY CO.
 1206 Maple Ave., Los Angeles 15
 Tel.: Prospect 7011
 Radio Dept.: W. W. Mann, sr. account executive; Roland Jacobson, Carol Tuller, account executives.
 San Francisco 5-236 Rialto. Wm. Wilde, manager.
 Pittsburgh 19-Koppers Bldg. R. S. Reed Jr., manager.

Radio Accounts: Arrowhead & Puritas Waters Inc.; David B. Heyhr Co.; Seaside Oil Co.

McCORD CO.
 Hodgson Bldg., Minneapolis 1
 Tel.: Bridgeport 1225
 Radio Dept.: Louis Melamed, vice-president & account executive; Ralph W. Hobbs, M. W. Starkey, account executives.

Radio Accounts: Chocolate Products Co.; Furniture Exposition Mart; Montgomery Ward & Co.; Griggs, Cooper & Co.; Hilex Co.; Farm Bureau Federation; Farm Bureau Service Co.; State Federation of Labor; Milk Foundation of Minn.; Sanitary Food Mfg. Co.; Regan Bros. Co.; Cannon Valley Milling Co.; Conrad Fur Co.

McCORMICK CO.
 217 E. 7th, Amarillo, Texas
 Tel.: 5333
 Radio Dept.: Robert McKenzie, Jcs. L. McCormick, account executives.

McELROY ADV. AGENCY
 1489 W. Washington Blvd., Los Angeles 7
 Tel.: Prospect 2047
 Radio Dept.: Edward J. McElroy, owner & account executive; Mary Sullivan, radio director & timebuyer.
 Radio Account: Fitzsimmons Stores, Ltd.

L. E. McGIVENA CO. INC.
 444 Madison Ave., New York 22
 Tel.: Plaza 3-7422
 Radio Dept.: Leo E. McGivena.
McGIVERAN-CHILD CO.
 58 E. Washington St., Chicago
 Tel.: State 0225
 Radio Dept.: M. J. Klee, radio director.

McJUNKIN ADV. CO.
 228 N. LaSalle St., Chicago 1
 Tel.: State 5060
 Radio Dept.: Hal R. Makelim, radio director; E. A. Trizil, timebuyer.

Radio Accounts: Chef Boy-Ar-Dee Co.; Ivo-ryne Gum Co.

McKEE & ALBRIGHT
 1400 S. Penn Sq., Philadelphia 2
 Tel.: Locust 4737
 Radio Dept.: J. A. McFadden, vice-president charge of radio; E. R. Walmsley, timebuyer; Robert L. Redd, producer.
 New York 20-RCA Bldg. Tel.: Columbus 5-2058.
 Hollywood 28-Equitable Bldg. Tel.: Hollywood 8363.

Radio Accounts: Southern Dairies; Quaker City Chocolate & Confectionary Co.; Breyer Ice Cream Co.; Sealtest Inc.; Western Maryland Dairy; Philadelphia & Reading Coal & Iron Co.

R. J. A. McLAUGHLIN & ASSOC.
 Southern Bldg., Washington 5
 Tel.: Republic 1771
 Radio Dept.: R. J. A. McLaughlin, president & radio director.

KEN McNEILL & STAFF
 448 S. Hill St., Los Angeles 13
 Tel.: Michigan 7496

Radio Dept.: James McCleery, radio director; Edith Sweazy, timebuyer.
 Radio Accounts: Petral Corp.

PHILIP J. MEANY CO.
 814 W. 5th St., Los Angeles 13
 Tel.: Michigan 3601
 Radio Dept.: W. R. Mathews, timebuyer; Philip J. Meany, account executive.
 Radio Accounts: Kip Corp.; Pierce Bros.; Rose-Hills Memorial Park.

MELDRUM & FEWSMITH
 Republic Bldg., Cleveland 15
 Tel.: Cherry 4505
 Radio Dept.: R. G. Simmons, timebuyer & media director.

MENEUGH ADV. AGENCY
 720 Grand Ave., Des Moines 9
 Tel.: 3-6336
 Radio Dept.: Wayne Welch, timebuyer; E. M. Meneugh, Paul Martin, Harlan Moeller, Al Solheim, account executives.

Radio Accounts: Anderson-Erickson Dairy; Supreme Baking Co.; Service Optical Co.; Lumbermen's Assoc. Buyers; Northland Dairy; Crescent Macaroni Co.; Campbell Foods Co. (Des Moines); Capital City Bank; K. I. Miller Hatcher; Colonial Oil Co.; Nutritional Products Co.; Standard Glass & Paint Co.

METROPOLITAN ADV. CO.
 527 Fifth Ave., New York 17
 Tel.: Murray Hill 2-2220
 Radio Dept.: Harry D. Adair, president; Laurence J. Reis, radio head.

Radio Accounts: Barbayan School of Languages; Man O. War Publishing Co.

ARTHUR MEYERHOFF & CO.
 Wrigley Bldg., Chicago 11
 Tel.: Delaware 7860
 Radio Dept.: Nelson A. Shown, radio and television director; Bernard Howard, asst. director; Kay Kennelly, timebuyer; Arthur Meyerhoff, Ralph Rosenthal, George Taylor; John Black, John Lemmon, account executives.

Milwaukee 2-759 N. Milwaukee. Tel.: Marquette 3144. George Grabin, manager and account executive.

Radio Accounts: Wm. Wrigley Jr. Co.; Mutual Benefit Health & Accident Insurance Co.; Beich Candy Co.; Sears Raw Fur Marketing Service; Illinois Meat Co.; Andy Lotshaw Co.; Transport Co. of Milwaukee; Fitzpatrick Bros. Inc.

MICHEL-CATHER INC.
 2 Park Ave., New York 16
 Tel.: Lexington 2-3192
 Radio Dept.: Edgar F. Cohen, radio director; William A. Cather, chief timebuyer.

MID-TOWN ADV. AGENCY
 143 W. 125th St., New York
 Tel.: Monument 2-0190
 Radio Dept.: Joseph R. Wortman, radio director.

MIDWEST ADV. AGENCY
 City Hall Bldg., Rockford, Ill.
 Tel.: Main 985
 Radio Dept.: W. A. Pitschke, president and account executive.

MILLER AGENCY CO.
 2144 Madison Ave., Toledo 2
 Tel.: Main 8121
 Radio Dept.: David Hear, president & account executive.
 Radio Accounts: Rex Research Corp.

C. L. MILLER CO.
 521 Fifth Ave., New York 17
 Tel.: Murray Hill 2-1010
 Radio Dept.: Roger White, producer, director, talent buyer; G. V. Carhart, timebuyer; Rita Driscoll, asst. timebuyer.
 Chicago 1-333 N. Michigan Ave. Tel.: Central 1640. I. M. Tuteur, manager.

Radio Accounts: Cooter Brokerage Co.; Corn Products Refining Co. (Karo Syrup, Kre-Mel Dessert, Mazola Salad Oil); Curtiss Candy Co.; Dr. Sweet's Root Beer Co.

JOHN THOMAS MILLER
 71 W. 35th St., New York 1
 Tel.: Wisconsin 7-3996
 Radio Dept.: C. Flynn, radio director; John T. Miller, chief timebuyer.

M. GLEN MILLER
 8 S. Michigan Ave., Chicago 3
 Tel.: Franklin 1309
 Radio Dept.: M. Glen Miller.

RAY MILLS ADV.
 108 Court St., Auburn, Me.
 Tel.: Lewiston 190
 Radio Dept.: Ray Mills, radio director.

DAN B. MINER CO.
 1151 S. Broadway, Los Angeles 15
 Tel.: Richmond 3101
 Radio Dept.: Neg Monett, radio director;

Margaret Annis, assistant; Roy Dempsey, J. C. Morse, account executives.

Radio Accounts: Forest Lawn Memorial Park; Interstero Bakeries Corp.; Los Angeles Rwy. Co.; Wilshire Oil Co.

MITCHELL-FAUST ADV. CO.
 230 N. Michigan Ave., Chicago 1
 Tel.: State 6610
 Radio Dept.: Hildred Sanders, radio director; Dorothy L. Parsons, timebuyer; R. A. L. Herwig, L. L. Weld, account executives.

Radio Accounts: General Baking Co.; Theo. Hamm Brewing Co.; Peter Hand Brewing Co.; Chr. Hansen's Lab. Inc.; Oscar Mayer & Co.

MITHOFF & WHITE
 Mar'in Bldg., El Paso, Tex.
 Tel.: Main 4500
 Radio Dept.: Warren T. Mithoff, Dan T. White, partners; Kay Johnstone, account executive.

ARTHUR R. MOGGE INC.
 307 N. Michigan Ave., Chicago 1
 Tel.: State 2908
 Radio Dept.: Albert Swanson, timebuyer.
 St. Louis 8-Continental Bldg. Tel.: Franklin 2155. E. E. Krommacker, manager and account executive.

Radio Accounts: Wagner Electric Corp.

EMIL MOGUL CO.
 250 W. 57th St., New York 19
 Tel.: Columbus 5-2482
 Radio Dept.: S. B. Harrison, radio director; Myron Mahler, radio producer; Helen Monroe, timebuyer.

Radio Accounts: Barney's Clothes; Gem Oil Co.; Napa Valley Grape Products; National Shoes; Ronzoni Macaroni Co.; Trimount Clothing Co.

GEORGE MOLL ADV.
 Ninth Bank Bldg., Philadelphia
 Tel.: Regent 9100
 Radio Dept.: George Moll, radio director.

RALPH MOORE INC.
 208 N. Broadway, St. Louis
 Tel.: Chestnut 8728

CHESTER C. MORELAND CO.
 Times-Sar Tower, Cincinnati 2
 Tel.: Parkway 1178
 Radio Dept.: Chester C. Moreland, president; Thomas H. Birch, account executive.

RAYMOND R. MORGAN CO.
 6362 Hollywood Blvd., Hollywood 28
 Tel.: Hempstead 4194
 Radio Dept.: R. E. Messer, timebuyer and television director; R. C. Temple, J. J. McCleery, R. B. Raisbeck, account executives.

MORLOCK ADV. AGENCY
 139 N. Clark St., Chicago 2
 Tel.: Randolph 8336
 Radio Dept.: A. R. Morlock, account executive.
 Radio Accounts: Victory Motor Parts.

MORSE INTERNATIONAL INC.
 122 E. 42nd St., New York 17
 Tel.: Lexington 2-6727
 Radio Dept.: Chester Slaybaugh, radio director; Eunice Dickson, timebuyer.

Radio Accounts: Vick Chemical Co. (Vicks VapoRub, Vo-tra-nol, Cough Drops, Inhaler); Prince Matchabelli, Inc.; Alfred D. McKelvy Co. (Seafarh).

MOSELLE & EISEN
 522 Fifth Ave., New York 18
 Tel.: Murray Hill 2-2651
 Radio Dept.: Mimi Margo, radio director.

MOSER & COTINS INC.
 10 Hopper Street, Utica 3, N. Y.
 Tel.: 4-6141
 Radio Dept.: Miss L. B. Lang, manager, media dept.; Arthur S. Cotins, J. N. Brown, H. W. Glaeser, G. P. Hodges, account executives.

Radio Accounts: Near's Food Co.; Oswego Candy Works; Patent Cereals Co.; West End Brewing Co.

MOSER & COTINS NEW YORK CITY CORP.
 Graybar Bldg., New York 17
 Tel.: Murray Hill 3-9140
 Radio Dept.: H. L. Hicks, radio director.

MOSS ASSOCIATES
 415 Lexington Ave., New York 17
 Tel.: Vanderbilt 6-1828
 Radio Dept.: Joseph H. Moss, radio director.

C. WENDEL MUENCH & CO.
 520 N. Michigan Ave., Chicago 11
 Tel.: Whitehall 7717
 Radio Dept.: Bill Fisher, production manager.
 Radio Accounts: Durkee Famous Foods; Triangle-Toffenetti Restaurants.

MUIR AND CO. INC.
 9 Rockefeller Plaza, New York 20
 Tel.: Circle 7-6641
 Radio Dept.: J. Edgar Pool Jr., radio director.

KLX HAS HIGH PRIORITY ON

LISTENER deal
 their LOYALTY
 to LISTENER
 for LOYALTY
 for LISTENER
 LOYALTY are
 are LISTENER
 than LOYALTY
 LISTENER ca
 ce LOYALTY it
 LISTENER can
 their LOYALTY
 are LISTENER
 LOYALTY for
 LISTENER give
 to LOYALTY
 LISTENER in
 to LOYALTY
 LISTENER lay
 the LOYALTY
 in LISTENER

"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.

Boston 16-20 Providence St. Tel.: Hubbard 2595. Dean C. Wolf, manager.

H. C. MULBERGER INC.
411 E. Mason St., Milwaukee 2
Tel.: Doly 4090

Radio Dept.: C. A. Mathisson, vice-president.
Chicago-201 N. Wells St. Tel.: State 4199.
C. A. Mathisson, manager.

Radio Accounts: Miller Brewing Co.; Edwards Motor Co.

JOHN F. MURRAY ADV. AGENCY INC.
22 E. 40th St., New York 16
Tel.: Lexington 2-8000

Radio Dept.: William H. Wulffleff.

IRVING MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 6828

Radio Dept.: Irvin P. Myerson.

N

NACHMAN-RHODES INC.

Morion B'dg., Augusta, Ga.
Tel.: 2-8301

Radio Dept.: Herbert Nachman.

NASCON & BOURNE
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423

Radio Dept.: Severin Bourne, timebuyer.
Radio Accounts: Nascon Products; North American Wines.

NATIONAL EXPORT ADV. SERVICE
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-6835

Radio Dept.: Edward Y. Martinez, radio director; Thomas W. Hughes, Lia Varell, account executives.

Radio Accounts (Foreign): Quaker Oats Co. (breakfast cereals); Lever Bros. (toilet soaps); William R. Warner Co. (pharmaceuticals); Carter Products (Carter's Little Liver Pills & Arid).

NEAL ADV. AGENCY
737 N. Michigan Ave., Chicago 11
Tel.: Whitehall 8133

Radio Dept.: P. K. Hornburg.
Radio Account: Sterling Ins. Co.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200

Radio Dept.: H. Victor Grohmann, radio director; Kathryn Intemann, timebuyer; Donald H. Parker, account executive.

Radio Account: Maggi Co., Inc.

NEEDHAM, LOUIS & BRORBY
135 S. LaSalle St., Chicago 3
Tel.: State 5151

Radio Dept.: Otto R. Stadelman, timebuyer; W. R. Fowler Jr., John J. Louis, Philip M. White, Melvin S. Hotwick, account executives.

Hollywood 28-1680 N. Vine St. Tel.: G'ani 7186. Cecil P. Underwood, vice-president and manager.

Radio Accounts: Kraft Cheese Co.; S. C. Johnson & Son; Swift & Co. (Sunbrite, Ice Cream); Wieboldt Stores Inc.

NEFF RADIO PRODUCTIONS

Stroh Bldg., Detroit 26
Tel.: Randolph 3006

Radio Dept.: M. A. Neff, owner and account executive; Dorothy Ann Marks, production manager and account executive; Harry Sufferin, account executive.

Radio Accounts: McLouth Steel Corp.; Moon Bros.; McDonald Coal Co.; Gately's Inc.; R. H. Fyfe Co.; Michigan Mutual Liability Co.; M. K. M. Knitting Mills.

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4231

Radio Dept.: Walter J. Neff, president; William Rogow, vice-president; Horace Hagedorn, account executive.

NEWBY & PERON
59 E. Van Buren, Chicago 5
Tel.: Harrison 9494

Radio Dept.: A. W. Newby, president; A. H. Peron, vice-president.

NEWELL-EMMETT CO.
40 E. 34th St., New York 16
Tel.: Ashland 4-4900

Radio Dept.: Blayne R. Butcher, radio director; Ed Franklin, television director; N. F. McEvoy, chief timebuyer; Joseph Ruggerio, Bernard Lipman, timebuyers.

Cleveland 13-Terminal Tower Bldg. Tel.: Maine 3883. Herbert Simon, manager.

Hollywood-6331 Hollywood Blvd. Tel.: Hempstead 1974. Martin Barrett, manager.

Radio Accounts: Liggett & Myers Tobacco Co.; Loose-Wiles Biscuit Co.; Pepsi-Cola Co.; Beech-Nut Packing Co.; Economics Labs.; Kirkman's Soap; Sherwin-Williams Co.; Popular Publications.

N. J. NEWMAN ADV.
724 S. Flower, Los Angeles 14
Tel.: Trinity 7664

Radio Dept.: N. J. Newman, Lee Fink, account executives.

NEWMARKS ADV. AGENCY
217 7th Ave., New York 11
Tel.: Watkins 9-7070

Radio Dept.: Samuel S. Zipser, president & radio director; Joseph Bell, Rosalie J. Jones, account executives.

NORTON ADV. SERVICE
615 Orchard Pkwy., Niagara Falls, N. Y.
Tel.: 2-3508

Radio Dept.: M. L. Norton, radio director.

NORTHWEST RADIO ADV. CO.
American Bldg., Seattle 4
Tel.: Elliott 5488

Radio Dept.: Edwin A. Kraft, manager; W. L. Paul, asst. manager and timebuyer; F. L. Thornhill, auditor; Dean Sherman, Duane Watkins, C. B. Arnold, account executives.

Radio Accounts: Alaska Life Magazine; Compagnie Parisienne Inc.; Gardner Nursery Co.; Happy Tumbling Block Co.; Rhodius Perfumes; Simon & Schuster Inc.

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

Radio Dept.: Charlotte B. Chadwick, radio director & timebuyer; Charlotte B. Chadwick, account executive.

Radio Accounts: Minwax Co., Inc. (Preen).

P. F. O'KEEFE ADV.
199 Washington St., Boston 8
Tel.: Capitol 6698

OLIAN ADV. CO.
Ambassador Bldg., St. Louis 1
Tel.: Central 8380

Chicago-Pure Oil B'dg. Tel.: Randolph 4733.
I. J. Wagner, vice-president.

Radio Dept.: I. J. Woaner, Wolter J. Goldstein, vice-presidents; James Spencer, Julian H. Miller, account executives; Margaret Hart, timebuyer.

Radio Accounts: Columbia Brewing Co.; Alton Boxboard Co.; A'lax Prater Brewing Co.; Edelweiss-Schoenhofen Brewing Co.; General Grocer Co.; Lewis-Howe Lab. Co.; Hardy Colatin Co.; Missouri Brewers Ass'n; Waste Paper Conservation Campaign; Western United Dairy Co.; Eagle Stamp Co.

OLMSTED & FOLEY
1200 Second Ave., Sa., Minneapolis 4
Tel.: Atlantic 0202

Radio Dept.: Ward H. Olmsted, radio director; Gordon A. Daline, James O. Hanley, Warren T. Way, Catharine J. Tidemann, writers.

O'NEIL LARSON & McMAHON
240 N. Michigan Ave., Chicago 1
Tel.: Anderson 4470

Radio Dept.: Otto Goetz, radio director; Walter Zivi, account executive and timebuyer; Nelson McMahon.

Radio Accounts: Consolidated Royal Chemical Co.; Cherm-Kul Co.; Tintz Co.; Charms Gains; Ru-Ex; Udgo Co.; Michigan Bulb Co.; Bonny Gay Fracks' Pure Vitamins; Sef-Kil Co.

E. A. OPPENHEIM CO.
Michigan Bldg., Detroit 26
Tel.: Cadillac 6765

Radio Dept.: E. A. Oppenheimer, radio director; M. McCracken, script chief and account executive.

Radio Accounts: Demery's Dept. Store; Annis Furs of Detroit; New Detroit Baths; Virginia Farrell, salon.

OWEN-CARR ASSOC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-2992

Radio Dept.: L. E. Schneider, radio director.

JOHN H. OWEN INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400

Radio Dept.: B. H. Pelzer Jr., radio director; M. H. Seixas, timebuyer; K. Weiss, asst. timebuyer.

MERRITT OWENS ADV.
Comm. Nat'l Bank Bldg., Kansas City 12
Tel.: Draxel 7250

Radio Dept.: John J. Goetz.

P

PACIFIC ADV. STAFF
1624 Franklin St., Oakland 12
Tel.: Templebar 2885

Radio Dept.: Helen Augsburg, account executive.

Radio Accounts: First Federal Savings & Loan Assn.; Thrift Federal Savings & Loan Assn.; Oliver Tire & Rubber Co.; Prudential Realty & Finance Co.; Oakland Crematorium; Homecraft Baking Co.

PACIFIC COAST ADV. CO.
1167 McAllister St., San Francisco 15
Tel.: Fillmore 4120

Radio Dept.: Irvin Atkins, radio and television director.

Los Angeles-Petroleum Bldg. Tel.: Richmond 6333. Glenn Gordon, account executive.

Radio Accounts: Langendorf United Bakeries

Inc., San Francisco; Richard E. Goebel, Old Homestead Bakery; Dairy Belle Farms; LaRoy's Jewelers.

PACIFIC NAT'L ADV.
605 Union St., Seattle 1
Tel.: Elliot 1401

Radio Dept.: Trevor Evans, radio director; W. H. Horsley, H. O. Stone, Lola Bridston, account executives.

Portland 4, Ore.-Spaulding Bldg. Tel.: Atwater 4339. Ruth Poland, manager.
Radio Accounts: Cedargreen Frozen Pack Inc.; Fisher Flouring Mills Co.; Washington Co-op Egg & Poultry Assn.; Hansen Baking Co.; Imperial Candy Co.; National Grocery Co.; Seattle First Nat'l Bank.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Caedonia 5-9840

Radio Dept.: Chas. A. King Jr., radio director; A. C. DePiero, timebuyer; R. B. Hazleton, W. F. James, account executives.
Radio Accounts: Atlantic & Pacific Tea Co.; R & H Beer; Spratt's Dog Food.

PARKER-ALISTON ASSOC.
116 John St., New York 7
Tel.: Rector 2-6514
Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.
500 Fifth Ave., New York 18
Tel.: Pennsylvania 6-6190
Radio Dept.: David T. Levine, radio director & timebuyer.

W. MONTAGUE PEARSALL ADV.
300 Vesey St., New York 7
Tel.: Cortland 7-3700
Radio Dept.: W. Montague Pearsall, radio director & timebuyer.

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Arthur Sinzheimer, radio and television director.

PEDLAR & RYAN
250 Park Ave., New York 17
Tel.: Plaza 5-1500
Radio Dept.: E. G. Sisson Jr., vice-president & television director; Joseph S. Bell, Elizabeth C. Shay, William Barrett, production supervisors; Cyril J. Mullen, copy chief; Mary Dunlavy, timebuyer; Chester T. Birch, Ernest P. Zolbin, account executives.

Radio Accounts: Prater & Gamble (Camay, Chipso, Dash); Ironized Yeast.

PERRY-BROWN INC.
15 E. 8th St., Cincinnati 2
Tel.: Cherry 3181-2

Radio Dept.: Donald Kortekamp
Radio Accounts: Security Storage Co.; Security Rug Cleaning Co.; Auburn Rubber Co.

HAROLD PETTUS ADV.
Jones Bldg., Corpus Christi, Tex.
Tel.: 2-5621

Radio Dept.: Harold Pettus.

PICARD ADVERTISING CO.
250 W. 57th St., New York 19
Tel.: Columbus 5-4121

CASPER PINSKER
150 Nassau St., New York 7
Tel.: Beekman 3-2542
Radio Dept.: Lester Wunderman, radio director & timebuyer.
Radio Accounts: Biltmore Publishing Co.; Harvest House; Ivenca Inc.; Caxton House; Life Study Fellowship.

PITLUK ADV. CO.
Alama Bank Bldg., San Antonio 5, Tex.
Tel.: Garfield 7268

Radio Dept.: Jack N. Pitluk, president & account executive; Norman D. Schwörke, timebuyer & account executive & television executive; Fred Allen, radio director; Jean O'Brien, copywriter.

PLATT-FORBES INC.
386 Fourth Ave., New York 16
Tel.: Caedonia 5-4440

Radio Dept.: William S. Walker, vice-pres., secretary; T. F. Cosgrove, vice-pres., timebuyer; Rutherford Platt, W. A. Forbes, account executives.
Hartford 3-75 Pearl St. Tel.: Hartford 7-0758.
G. Frank Sweet, vice-president & manager.
Radio Accounts: Squirrel Brand Co.; Peter Paul, Inc. (Mounds, Chocletos, Peter Paul's Charcoal Gum).

PLAZA ADV. AGENCY
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Radio Dept.: Nancy Viaroli, timebuyer.

JULIAN POLLOCK CO.

1717 Sansom St., Philadelphia 3
Tel.: Locust 1686
Radio Dept.: Julian G. Pollack, radio director.

POLLIEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: Charles W. Geiger, timebuyer; Edith M. Krusan, copy chief; Wm. Polje, account executive.

Radio Accounts: Hulman & Co.; Terre Haute Brewing Co.

POSNER ADV. AGENCY
8 E. 41st St., New York 17
Tel.: Lexington 2-3878

Radio Dept.: Miles Shefferman, radio director.

(Continued on page 216)



NOTICE

You cannot cover the tremendous New York market without using **WBNX**, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present

New York schedules with

WBNX. Our program de-

partment will assist you in

the translation of your copy.



(Continued from page 215)

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Tel.: Victor 4433
Radio Dept.: R. J. Potts, J. B. Woodbury,
E. A. Warner, C. L. Robinson, C. C. Tucker,
account executives; Connie Joan Connor

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400
Radio Dept.: W. J. Krebs, president & account
executive; N. P. Lowe, radio director &
account executive; C. R. Lawson, Blair Mac-
Phail, G. F. Magill, E. T. Chester, account
executives.

PRESBA, FELLERS & PRESBA
360 N. Michigan Ave., Chicago 1
Tel.: Central 7683
Radio Dept.: Marquis M. Smith, radio director.

JOHN O. POWERS CO.
220 E. 42nd St., New York 17
Tel.: Murray Hill 2-8766
Radio Dept.: Robert W. Powers, radio di-
rector & timebuyer.

J. G. PROCTOR CO. INC.
230 Park Ave., New York 17
Tel.: Plaza 3-5252
Radio Dept.: J. G. Proctor, president.
Radio Accounts: Newark Cheese Co. Inc.;
Freed Furs.

R

L. W. RAMSEY CO.
230 N. Michigan Ave., Chicago 1
Tel.: Franklin 8155
Radio Dept.: L. H. Copeland, radio director &
account executive; Cecelia Brodie, asst. di-
rector; F. L. Eason, account executive.
Davenport, Ia.—111 E. 3rd St. Tel. 3-1889.

L. W. ROMSEY, president.
Radio Accounts: Michigan Mushroom Co.;
Lite Soap Co.; Illinois Commercial Men's
Assn.; G. Heileman Brewing Co.; Berghoff
Brewing Corp.

RANDALL CO.
75 Pearl St., Hartford 3
Tel.: 7-2828
Radio Dept.: Catherine A. Gilbert, radio di-
rector.

WM. H. RANKIN CO.
101 W. 55th, New York 17
Tel.: Circle 7-4914
Radio Dept.: Mrs. R. L. Lisk; Wm. H. Rankin,
television director.

RATCLIFFE ADV. AGENCY
Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035
Radio Dept.: M. K. Ratcliffe, radio director &
account executive; O. S. Bruck, Dorothy P.
Neal, account executives.

VICTOR M. RATNER
515 Madison Ave., New York 22
Tel.: Eldorado 5-3670
Radio Dept.: Victor M. Ratner, president,
radio director & timebuyer.
Radio Accounts: Bellin's Wonderstoen Co.
(Wonderstoen).

RAY-HIRSCH CO.
7 E. 42nd St., New York 7
Tel.: Murray Hill 2-1412
Radio Dept.: Murrey Hirsch, radio director;
Milton Balzer, account executive.
Radio Accounts: N. C. Goodwin's Lab., Inc.;
House of Watches.

CHAS. DALLAS REACH CO.
58 Park Place, Newark 2
Tel.: Market 3-5100

REALSERVICE INC.
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-4411
Radio Dept.: J. Elkins, radio director & time-
buyer.

REDFIELD JOHNSTONE INC.
420 Madison Ave., New York 17
Tel.: Plaza 3-6120
Radio Dept.: L. L. Redfield, radio director;
Norma Cardono, timebuyer.
Radio Accounts: Howard Cothes, Inc.; Block
Drug Co.; Wool Novelty Co., Inc. (Woolfoam);
Grelva, Inc.

KNOX REEVES ADV. INC.
First Nat'l. Bank Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: Russell E. Neff, radio & television
director; Elizabeth Reeves, program director;
H. K. Painter, producer; E. E. Sylvester,
account executive.
New York 17—122 E. 42nd St. Tel.: Murray
Hill 4-3982. L. C. Christianson, acting man-
ager.

San Francisco 5—625 Market St. Tel.: Sutter
6744. R. W. Stafford, vice-president.
Radio Accounts: General Mills Inc.

REINCKE-ELLIS-YOUNGGREEN & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7440
Radio Dept.: Russell R. Williams, radio di-
rector & timebuyer.

EMIL REINHARDT ADV.
1736 Franklin, Oakland 12, Cal.
Tel.: Templebar 2408.
Radio Dept.: Joseph Connor, Dove Lane,
writers.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel.: Murray Hill 2-3392
Radio Dept.: Philip Ritter, Jr., president &
radio director.

REISS ADV.
221 W. 57th St., New York 19
Tel.: Columbus 5-7733
Radio Dept.: Gladys Komer, television di-
rector; Joseph Reiss, account executive.
Television Account: Press-On Inc.

WM. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: 2-2135
Radio Dept.: Wm. B. Remington, president &
account executive; Harold W. Hixon Jr., Wil-
liam R. Mason, account executives.

Radio Accounts: Springfield Institution for
Savings; Hotel Sheraton

RHOADES & DAVIS
690 Market St., San Francisco 4
Tel.: Exbrook 6468
Radio Dept.: Robert O. Davis, radio director;
B. M. Soderstrom, timebuyer; Rufus Rhodes,
account executive
Los Angeles—3275 Wilshire Blvd. Tel.: Fitzroy
2141. P. E. Gailley, manager.

LEE RINGER ADV.
3923 W. 6th St., Los Angeles 5
Tel.: Drexel 8131
Radio Dept.: Thelma Ringer, radio & television
director, account executive; Linda Harris, copy
writer, A. E. Foreman.

JOHN H. RIORDAN CO.
816 W. 5th St., Los Angeles 13
Tel.: Michigan 8296
Radio Dept.: John H. Riordan, owner, radio
director, & account executive; Larena Frazer,
timebuyer.
Radio Accounts: California Flyers Inc.; Omega
Shoe Polish Co.

DAN RIVKIN ADV.
220 S. 16th St., Philadelphia 2
Tel.: Pennypacker 5766
Radio Dept.: Dan Rivkin, account executive.
Radio Accounts: Royal Shoe Markets; Ismok
Rug Mills; Don's Cancellation Shoe Shop;
Harris Furniture Co.; Lenny's Clothes; John
Kohler; Foot Friend Shoes; Benj. Apparel;
Spiro I. Apparel; Moskin Credit Clothes;
Richards Credit Clothes; Berg Bros.; Joy Kid-
die Shop.

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175
Radio Dept.: Leon Kelley, vice-pres., radio
director & timebuyer.

S. E. ROBERTS INC.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rit'enhous 6171
Radio Dept.: S. E. Roberts, president & account
executive; H. H. DuBois, vice-president &
account executive.

ELWOOD J. ROBINSON ADV. AGENCY
Spring Arcade Bldg., 541 S. Spring St., Los
Angeles 13
Tel.: Mutual 1142
Radio Dept.: Elwood J. Robinson, president;
Melvin A. Jensen, radio director.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago
Tel.: Randolph 9760
Radio Dept.: Phil Stewart, radio director;
N. J. Cavanagh, timebuyer.
New York 17—400 Madison Ave. Tel.: Plaza
3-7444. R. A. Parter, vice-president.

Philadelphia 2—225 S. 15th St. Tel.: Penny-
packer 2766. Guy C. Pierce, vice-presi-
dent.

ROCKLIN, IRVING & ASSOC.
155 N. Clark St., Chicago 1
Tel.: Randolph 2324
Radio Dept.: B. L. Ruff, production; Irving
Rocklin, timebuyer.
Radio Accounts: Lee Safes Adding Machine;
Lincoln Specialty; Futuristic Case Co.; Union
Life Ins. Co.; Walton Motors; Kass Clothiers;
Libby Furniture & Linoleum; Furriers Inc.

ROGERS & SMITH ADV. AGENCY
20 N. Wacker Drive, Chicago 6
Tel.: Dearborn 0021
Radio Dept.: Roland Blalr, radio director.

ROOT-MANDABACH ADV. AGENCY
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8247
Radio Dept.: P. B. Root

CHARLES EDSON ROSE CO.
43 E. Ohio St., Chicago 11
Tel.: Superior 3486
Radio Dept.: William Perry, radio director.

ROSE-MARTIN INC.
570 7th Avenue, New York 19
Tel.: Bryant 9-4621
Radio Dept.: G. M. Rundbaken, media di-
rector.

ARTHUR ROSENBERG CO.
570 7th Avenue, New York 18
Tel.: Chickering 4-4420
Radio Dept.: Arthur Rosenberg, Samuel
Rubenstein, Charles S. Silver, account exe-
cutives.

Radio Accounts: Longine-Wittnauer Watch Co.,
Inc.; Hennofom Shampoo Co.; Luxor Baths
Hotel; Myers 1890 Beverages.

W. B. ROSS & ASSOC.
574 W. Washington, Los Angeles 15
Tel.: Prospect 8600
Radio Dept.: Beatrice Henning Shaw, radio
director.

Radio Accounts: Manarch Finer Foods; Imper-
ial Mutual Life Ins. Co.; Hollywood Ceme-
tery Assn.; Douglas Oil Co. of Calif.;
Pierce Bros.

ROZENE ADV. AGENCY
59 Cannon St., Bridgeport 3, Conn.
Tel.: 6-1776
Radio Dept.: Jack Rozene, account executive;
Hazel Grey, continuity.
Radio Accounts: Leventhal Furniture Co.;
Samuel Jewelers; Harpers Furs; United Men's
Shoe Store; Elliott's Shoe Box Inc.

WALTER L. RUBENS & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Superior 8436
Radio Dept.: Helen Shanesy, vice-president.
Radio Accounts: Chicago Arena; Cleveland &
Buffalo Steamship Co.

RUBIN & LESSER
341 Madison Ave., New York 17
Tel.: Murray Hill 3-1273
Radio Dept.: Sydney Rubin, timebuyer and
radio director.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Radio Dept.:
New York—Donald D. Stauffer, co-radio di-
rector; Heagan Boyles, co-radio director;
Charles T. Ayres, business manager;
Grant Y. Flynn, publicity; Leland F.
Cooley, television director.

Radio Supervisors & Producers, Merritt W.
Barnum, Mrs. Pat Bowman, Lee Cooley,
Fred Essex, Grant Y. Flynn, Eddie Haugh,
Robert Steel, Willson Tuttle, Jack Von
Nostrand, Thomas Viator, John Wellington

Radio Commercial Supervisor: Miss Regina
Morgan.
Chicago—R. W. Metzger, radio director; N. E.
Hayne, production director; Jack Sharp,
charge commercial writing; Holly Shively,
charge of scripts.

Hollywood—Nate Tufts, vice-president & radio
director; Robert Ballin, Brad Browne, Sam
Pierce, Dave Young, Knowles Entrikin,
producers.

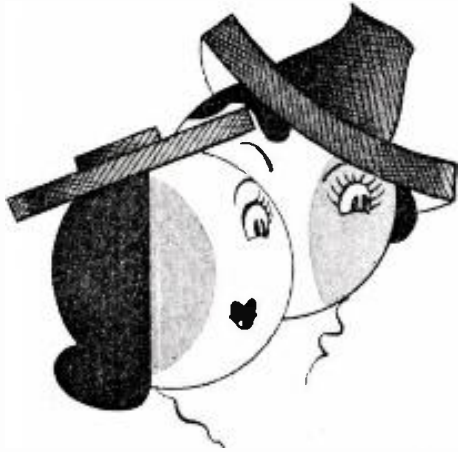
Offices:
Chicago 1—360 N. Michigan Ave. Tel.: Frank-
lin 0485. Paul E. Watson, western man-
ager.
Detroit 2—7430 Second Blvd. Tel.: Madison
1980. M. J. Casey, vice-president.
St. Louis 1—812 Olive St. Tel.: Main 0127.
Oscar A. Zohner, vice-president & man-
ager.

Houston 2—712 Main St. Tel.: Charter 4-1741.
W. Van A. Combs, manager.
Hollywood 28—1680 N. Vine St. Tel.: Hillside
7593. John H. Weiser, vice-president &
coast manager.

San Francisco 4—235 Montgomery St. Tel.:
Exbrook 4616. Herbert O. Nelson, account
executive.
Seattle 1—1218 3rd Avenue. Tel.: Main 6727.
F. G. Mullins, vice-president.

Cincinnati 2—Carew Tower. Tel.: MA 2413.
John L. Magro, manager.
Toronto—80 Richmond St. W. Tel.: Adelaide
4069. Douglas Philpott, manager.
Radio Accounts: American Tobacco (Lucky
Strike); Chrysler Corp.; Delaware, Lacka-
wanna & Western R. R.; Electric Auto-Lite
Co.; Lever Bros. Inc. (Rinso, Lifebuoy, Spry);
Savings Bank of N. Y. State; Noxzema
Chemical Co.; Pharmaco Inc. (Feanmint,
Chooz); Jacob Ruppert Brewery; Taylor-Read
Corp.; American Home Products (G. Wash-
ington & Cafe Mela Coffee, Anocin).
Television Account: Lever Bros. Co. (Rinso,
Lifebuoy, Spry).

ROBERT C. RUSSELL INC.
152 Barrett St., Schenectady 1
Tel.: 4-7837



What's a Man?

Generally speaking, he's a time or space buyer, mer-
chandise 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 24
HOUR
STATION**



**1230
KC**

Thelma Kirchner, Manager
1417 South Figueroa Street, Los Angeles 15, California

Radio Dept.: R. C. Russell, production manager.

LEWIS EDWIN RYAN

726 Jackson Place, Washington 6, D. C.
Tel.: Republic 7606
Radio Dept.: Lewis Edwin Ryan, owner.

RYDER & INGRAM LTD.

337 17 St., Oakland 12, Calif.
Tel.: Templebar 0363
Radio Dept.: Robert L. Ingram, Ross H. Ryder, account executives.
Radio Accounts: California Nursery Co.; Pioneer Beverages Ltd.; Calbourn Studio; John Hansen & Sons; The Truman Co.; Victory Manpower Campaign Committee.

S

BEN SACKHEIM INC.

29 W. 57th St., New York 19
Tel.: Eldorado 5-6025
Radio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, account executive.
Radio Accounts: Lydia O'Leary Inc.

ST. GEORGES & KEYES INC.

250 Park Ave., New York 17
Tel.: Plaza 3-6920
Radio Dept.: Victor van der Linde, radio & television director; Charlotte Rains, timebuyer.

HAL A. SALZMAN ASSOC.

6 E. 45th St., New York 17
Tel.: Vanderbilt 6-4750
Radio Dept.: Jack Ross, radio director, time & talent buyer; Hal Salzman, Frank Bromberg, account executives; Jack Berman, television director.
Radio Accounts: Sante Chemical Co.; Twin City Shellac Co.

SAVAGE & TALLEY

Fountain Square Bldg., Cincinnati 2
Tel.: Main 1164
Radio Dept.: William Savage Jr., Thomas M. Talley.

WILLIAM A. SCHAUTZ INC.

247 Park Avenue, New York 17
Tel.: Plaza 5-1161
Radio Dept.: Stanley L. Musselman, radio timebuyer; Leonora Andrews, radio director.
Radio Accounts: Rice's Bakery; J. B. Fishel's Bakery; Rice's Bakery (Wilmington); Rice-Schmidt Baking Co.; Manbeck Baking Co.; Gunzenhauser's Bakery.

SCHECK ADV. AGENCY

9 Clinton St., Newark 2
Tel.: Market 2-0480
Radio Dept.: E. Grant Scheck, Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

SCHEEL ADV. AGENCY

1740 E. 12th, Cleveland 14
Tel.: Cherry 2644
Radio Dept.: V. D. Lidyard.

HUGO SCHEIBNER INC.

111 W. 7th St., Los Angeles 14
Tel.: Michigan 6636
Radio Dept.: Hugo Scheibner, owner & radio director; Shirlee Peikin and Vera A. Lubin, account executives; Fred W. Strauss, production manager.

SCHOLTS ADV. SERVICE

1201 W. Fourth St., Los Angeles 13
Tel.: Michigan 2396
Radio Dept.: William G. Scholts, owner; Fred Montgomery, radio director & timebuyer; Earl Lee, radio producer.
Radio Accounts: Barbara Ann Baking Co.; Paramount Theatres Corp.

GORDON SCHONFARBER & ASSOC.

38 Weybosset St., Providence 3
Tel.: Gaspee 4813
Radio Dept.: Claire R. Grenier, timebuyer; Gordon Schonfarber, Huntington Hanchett, account executives.
Radio Accounts: Calif. Artificial Flower Co.; Camfi-Coil Corp.; Gladding's Inc.; Loufitt Laundry; Old Colony Cooperative Bank; New England Laundry; Peterson's Hosiery Shop; Tilden-Thurber Co.

ICHWAB & BEATTY INC.

230 Sixth Ave., New York 20
Tel.: Circle 5-9090
Radio Dept.: Robert W. Beatty, vice-pres., timebuyer, account executive; Victor O. Ichwab, president & account executive.
Radio Accounts: Book-of-the-Month Club, Inc.

IAROLD S. SCHWARTZ & ASSOC.

80 N. Dearborn St., Chicago 10
Tel.: Delaware 3623
Radio Dept.: Harold S. Schwartz.

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 1815
Radio Dept.: Alan Fishburn, radio & television director; Walter Schwimmer, R. J. Scott, Karl Kraatz, Cecil Widdifield, account executives.

ROBERT H. SCOTT ADV.

1025 First Nat'l. Bank Bldg., Atlanta 3, Ga.
Tel.: Main 1062
Radio Dept.: Robert H. Scott, K. M. McCain.
Radio Accounts: First Nat'l. Bank; Southern Bell Telephone & Telegraph Co.; Robert & Co. Inc.

WALTER SCOTT ADV. AGENCY

299 Madison Ave., New York 17
Tel.: Murray Hill 2-6653
Radio Dept.: L. Maris, radio director & timebuyer.

SEBERHAGEN INC.

1601 Chestnut St., Philadelphia 44
Tel.: Rittenhouse 1776
Radio Accounts: Wm. Gretz Brewing Co.; Jacob Reed's Sons; N. Snellenburg & Co.

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1045
Radio Dept.: Jack Simpson, radio director; Freeman Keyes, president and account executive; George Bayard, vice-president and account executive.

Indianapolis—Lempke Bldg. Tel.: Market 1395.
Paul Richey, vice-president.

Hollywood 28—Taft Bldg. Tel.: Granite 4185.
Eleanor Brockhoff, manager.

Radio Accounts: Brawn & Williamson Tobacco Corp.; W. A. Shaeffer Pen Co.; Grove Laboratories Inc.; Pinex Co.

THEO. H. SEGALL ADV. AGENCY

544 Market St., San Francisco
Tel.: Sutter 6557
Radio Dept.: Theo. H. Segall.
Radio Accounts: Milen's Jewelry; Fred Benioff.

ROSCOE W. SEGAR ADV.

2125 N.E. 48th St., Portland 13, Ore.
Tel.: Trinity 3445
Radio Dept.: R. W. Segar, radio director; D. Segar, D. Johanson, asst.

WM. G. SEIDENBAUM ADV. AGENCY

9 E. 40th St., New York 16
Tel.: Ashland 4-3763
Radio Dept.: Stanley J. Carr, radio director, account executive.

SHAFFER, BRENNAN, MARGULIS ADV.

4 N. 8th St., St. Louis 1
Tel.: Main 2579
Radio Dept.: S. I. Rosenfeld, account executive; R. E. Hartnagel, copywriter; Thos. D. Shaffer, Sam B. Margulis, account executives.

Radio Accounts: American Poultry Journal; American Studios; Bradley Bros. Nurseries; Carter's Chickery; Paramount Hosiery; Smith Mother Nature Broader Co.; Sunshine Hatcheries; Western Stationery Co.

SHAPPE-WILKES INC.

215 Fourth Ave., New York 2
Tel.: Grammercy 5-5560
Radio Dept.: Louis Shappe, radio director; Milton Hermanson, Anne Lesser, script writers.

SHARP ADV. AGENCY

4th & Pike Bldg., Seattle 1
Tel.: Main 6286
Radio Dept.: Charles R. Sharp, V. Drucilla Sharp.

SHAW CO.

816 W. Fifth St., Los Angeles 13
Tel.: Mutual 5161
Radio Dept.: John B. Shaw, owner & radio director; Martin R. Klitten and Lionel Ormsley, account executives.

Radio Accounts: Pacific Division of Bendix Aviation Corp., N. Hollywood, Cal.

K. E. SHEPARD ADV. AGENCY

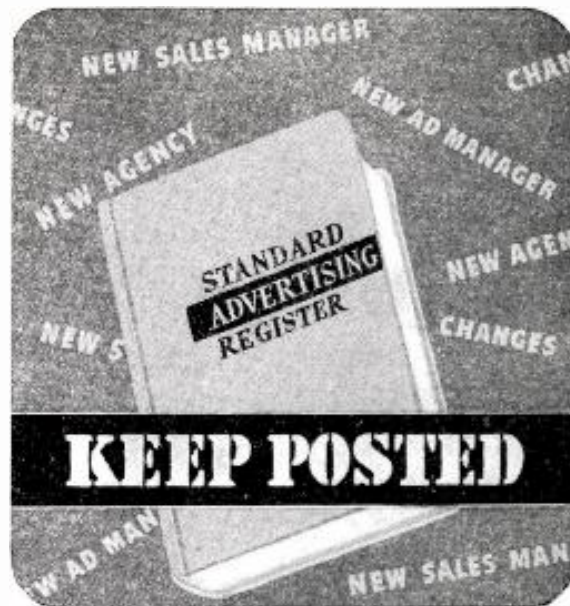
105 S. La Salle St., Chicago 11
Tel.: Del. 6695
Radio Dept.: K. E. Shepard.

SHERMAN & MARQUETTE INC.

919 N. Michigan Ave., Chicago 11
Tel.: Delaware 8000
Radio Dept.: Stuart Sherman, Bill Stern, Arthur F. Marquette, Larry Wherry, W. J. Yost, account executives; Caroline Bannesen, timebuyer.

New York 20—10 Rockefeller Plaza. Tel.: Circle 6-1550. Carleton W. Alsop, radio director; Kelso Toeger, timebuyer.

Radio Accounts: Colgate-Palmolive-Peet Co.; Quaker Oats Co.; Sterling Drug Inc.; W. B. Caldwell Division.



STANDARD IS FIRST CHOICE

Among the Radio Stations and Radio Station Representatives having directory service a majority use the Standard Advertising Register service.

In these days of rapid-fire shifts, radio station and network sales executives, as well as their national representatives, depend on "STANDARD" to keep them abreast of the many changes taking place today. They know that "STANDARD" is the source to which they can go for accurate and complete information on over 11,000 national and sectional advertisers. It gives the complete picture on each advertiser, the executive personnel, including the advertising manager, sales manager, promotion manager, the division managers and the agency or agencies placing the account. Also the territory in which the advertiser has distribution and the types of media used.

In fact, the Standard Register service gives all the necessary information to effectively solicit the advertiser, his agency or agencies, either by mail or in person.

* * * * *

THE AGENCY LIST... a dependable source of information on 1,600 advertising agencies; showing the personnel, recognition and the list of their clients. The Agency List is published three times a year: April, August and December. It is part of the complete service though the three issues with supplements can be purchased separately on an annual basis.

Write our nearest office



(Continued on page 218)

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 217)

SHORLANE-BENET CO.
229 W. 42nd St., New York 18
Tel.: Longacre 3-2708
Radio Dept.: A. H. Lange, treasurer, radio director & timebuyer.
Radio Accounts: Brandt's Globe Theatre; Brandt's Gotham Theatre.

SHORT & BAUM ADV.
718 W. Burnside St., Portland 9
Tel.: Beacon 3153
Radio Dept.: Hal E. Short, Charles L. Baum, account executives.

ALFRED J. SILBERSTEIN, BERT GOLDSMITH INC.
9 E. 40th St., New York 16
Tel.: Murray Hill 3-6232
Radio Dept.: B. B. Young, radio director & timebuyer; Bert Goldsmith Jr., Herbert Steiner, account executives.
Radio Accounts: Botany Worsted Mills; West Disinfecting Co.

SMALL & SEIFFER INC.
24 W. 40th St., New York 18
Tel.: Wisconsin 7-8765

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 6625
Radio Dept.: B. R. Solomon, account executive.

SILVERMAN ADV. CO.
400 N. Michigan, Chicago 1
Tel.: Superior 1040
Radio Dept.: Art Linick, radio director; M. B. Silverman.
Radio Account: Globe Repair Service.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Central 1166
Radio Dept.: Lee Hammett, radio director; Lee Perlot, timebuyer; Phil W. Tobias, account executive.

Radio Accounts: Dr. L. D. LeGear Medicine Co.; Spear Mills; American Poultry Journal; Omar Inc.; H. Wenzel Tent & Duck; Schreiber Milling & Grain Co.; Burrus Feed Mills; Chic-O-Line Feed Mills.

SIMONS-MICHELSON CO.
Washington Blvd. Bldg., Detroit 26
Tel.: Cherry 3000
Radio Dept.: Marie Margaret Winthrop, radio director; Margaret Milkjan, Mary Schrao, assts.; L. J. Michelson, Lean Wayburn, account executives.

SMALL & SEIFFER INC.
24 W. 40th St., New York 18
Tel.: Wisconsin 7-8765
Radio Dept.: Jaya Krakauer, timebuyer.
Radio Accounts: Carter Products (Arrid); Allcock Mfg. Co.

SMITH, BENSON & McCLURE INC.
8 S. Michigan Ave., Chicago 3
Tel.: State 1931
Radio Dept.: W. F. McClure, radio contact.
Radio Accounts: Fahr Beer Co.; Bills Realty Co.; Carson, Pirie, Scott & Co.

SMITH & BULL ADV.
6642 Sunset Blvd., Hollywood 28
Tel.: Hemstead 5671
Radio Dept.: Frank Bull, V. R. Smith, partners; Haan J. Tyler, commercial manager; Mel Roach, production manager; Ira Cook, Norman Rogers, account executives; Jack Lawson, publicity; Georgina Small, script.

Washington 5, D. C.—Southern Bldg. Tel.: National 0895.
Radio Accounts: Seaboard Finance Co.; Marshall & Clampett; Bible Institute of Los Angeles; Washing'on Moto's; Beneficial Casualty Insurance; J. E. Coberly Inc.

SMITH & DRUM INC.
650 S. Grand Ave., Los Angeles 14
Tel.: Trinity 3454
Radio Dept.: H. C. Drum, co-owner & account executive.
Radio Account: General Petroleum Corp.

SMITH, TAYLOR & JENKINS
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 9312
Radio Dept.: Ronald P. Taylor, vice-president; Thos. J. MacWilliams, radio & television direc-

tor; Grace Karchella; Vaughn R. King, Ronald P. Taylor, E. H. Blichfeldt, Lambert Smith, account executives.
Radio Accounts: Tech Borden Food Products; Spear & Co.; Pitts'burgh Provision & Packing Co.; Dad's Root Beer Co.; Ft. Pitt Bedding Co.; Dr. Ellis Co.; Pitts'burgh Brewing Co.

SORENSEN & CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 5030
Radio Dept.: Muriel Wageman, radio director.
Radio Accounts: Bowey's Inc.; F. H. Pfunder Co.; Sunway Vitamin Co.; Sunday Fruit Products Co.

W. A. SOUDERS & ASSOC.
735 Bryden Rd., Columbus 5, O.
Tel.: Evergreen 5548
Radio Dept.: S. T. Souders, vice-president & account executive.
Radio Accounts: R. Wilke Meat Markets.

C. JERRY SPAULDING INC.
201 Commercial St., Worcester 8, Mass.
Tel.: 3-4789
Radio Dept.: C. Jerry Spaulding, president.

FRANKLIN SPIER INC.
40 E. 49th St., New York 17
Tel.: Plaza 8-1751

SPITZ & WEBB
Lafayette Bldg., Syracuse 2
Tel.: 4-6868
Radio Dept.: Stephen M. Webb, radio director & account executive.
Radio Accounts: C. E. Chappell & Sons; A. E. Nettleton Co.; Best Ice Cream Co.; People's Ice Co.

SPOT BROADCASTING INC.
303 W. 42nd St., New York
Tel.: Circle 6-9375
Radio Dept.: Helen A. Thomas, radio director & timebuyer.
Radio Accounts: Fulford Company; Foster Millburn Company; Allan Olmsted Company; United Sales and Manufacturing Company; Fougere and Company; Dill Company.

W. E. SPROAT & CO.
664 N. Michigan, Chicago 11
Tel.: Superior 4845
Radio Dept.: Edmond Sheehan, account executive; Harry Eldred

CHAS. N. STAHL ADV.
542 S. Broadway, Los Angeles 13
Tel.: Madison 7844
Radio Dept.: Charles N. Stahl, owner & radio director; Kay Hilderbrand, timebuyer; June Fulton, radio copy writer; John J. Casey, account executive.
Radio Accounts: Dr. Robert Beauchamp; Dr. A. Reed Arch Shoe Co.; Yorktown Shirt Shops; Gorton's Children's Shops; Western Toy & Baby Shops; Green's Children's Shoe Stores; Play Togs Co.

BARTON A. STEBBINS ADV. AGENCY
811 W. 7th St., Los Angeles 14
Tel.: Trinity 8821.
Radio Dept.: Barton A. Stebbins, owner; Arthur W. Gudelman, timebuyer; Leigh Crosby, radio director & producer.
Radio Accounts: Signal Oil Co.; Ryan Aeronautical Co.; E. F. Hutton & Co.; B. O. Anderson Co.; The Knox Co.

STERLING ADV. AGENCY
70 W. 40th St., New York 18
Tel.: Longacre 5-4610
Radio Dept.: Berne W. Wilkins, radio & television director.

J. L. STEWART AGENCY
664 N. Michigan Ave., Chicago 11
Tel.: Superior 6183
Radio Dept.: J. L. Stewart.
Radio Accounts: Duchess D'Andre; Federal Life & Casualty; United Insurance Co. Independence Insurance Co.
Television Accounts: Warsted Mills; Gotham Hosiery Co.

LOU STERLING & ASSOCIATES
P. O. Box 410, N. Hollywood
Tel.: Sunset 2-3877
Radio Dept.: Lou Sterling, owner & radio director.

STERNFIELD-GODLEY INC.
280 Broadway, New York 7
Tel.: Barclay 7-3030
Radio Dept.: Samuel I. Godley, president & radio director.
Radio Accounts: Purepac Corporation; H. H. Butler Sta.es; Fada Radio and Electric Co.

FRED D. STEVENS CO.
14 Dereux St., Utica 2, N. Y.
Tel.: 4-9339
Radio Dept.: Fred D. Stevens, radio director.

JEWELL F. STEVENS CO.
25 E. Jackson Blvd., Chicago 4
Tel.: Wabash 1441
Radio Dept.: J. F. Stevens.
Radio Accounts: United States Savings & Loan League; McBurnie Publications.

STOCKTON, WEST, BURKHART
First Nat'l. Bank Bldg., Cincinnati 2
Tel.: Main 3209
Radio Dept.: Ronald S. Wes*, vice-president, charge of radio and creative production; Joseph Nelson, Edward P. Broome, Chas. H. Butler, account executives.
Radio Accounts: Clyffside Brewing Co.; Cincinnati Gas & Electric Co.; Ohio Oil Co.; Central Soya Co.; McMillan Feed Co.; U. S. Shoe Corp.; Estate Stove Co.

RAYMOND SPECTOR CO.
595 Madison Ave., New York 17
Tel.: E.orado 5-1270
Radio Dept.: Hal Winter, timebuyer; Edna Zimmerman, traffic and talent buyer; Sidney Abelson, continuity director; Raymond Spector, account executive.
Radio Accounts: MacFadden Publications Inc.; Rum & Maple Tobacco Co.; Nutrex Co.; Serutan Co.

FRANKLIN SPIER INC.
40 E. 49th St., New York 17
Tel.: Plaza 8-1751
Radio Dept.: Ruth Low, timebuyer; Franklin Spier, Russell D. Hamilton, Mary J. Shipley, account executives.

CHARLES M. STORM CO.
50 E. 42nd St., New York 17
Tel.: Murray Hill 6-2820
Radio Dept.: Raymond E. Nelson, vice-president & radio director; Arthur Klein, assistant timebuyer; Raymond E. Nelson, television director.
Radio Accounts: Park & Tilford (Perfumes & Cosmetics); The Tintex Company.

STRANG & PROSSER
Smith Tower, Seattle 4
Tel.: Elliott 1322
Radio Dept.: Dorothy Broyles, radio director; Joseph Maguire, timebuyer; Helen McHugh, asst. radio director; Arthur Lomax, W. T. Prosser, account executives.
Radio Accounts: National Fruit Canning Co.; Puget Sound Power & Light Co.; Schwabacher Bros. & Co.; Washelli & Evergreen Memorial Park.

STRAUCHEN & MCKIM
6 E. Fourth St., Cincinnati
Tel.: Main 1618
Radio Dept.: A. Heiskell, radio director; M. Milligan, asst.; E. R. Strauchen, G. F. McKim, account executives.
Radio Accounts: George Weidemann Brewing Co.; L. R. Nunn Motors; Titus & Martin Co.; S'ainberg Clothing Co.; Newstedt Jewelry Co.; Carroll Jewelers.

STREET & FINNEY INC.
330 W. 42nd St., New York 18
Tel.: Bryant 9-2400
Radio Dept.: Howard Miller, radio director; Warren Faxon, John T. Kelly Jr.; Robert Finney, account executives.
Radio Accounts: Espotabs; Dil-Kil Insecticides; Doan's Pills; Ice Mint; Allen's Foot Ease; Ramsdell's Sulphur Cream; Ebling's Beer, Baby's Own Tablets; Dr. William's Pink Pills.

CHARLES R. STUART ADV.
625 Market St., San Francisco 5
Tel.: Douglas 2438
Radio Dept.: Chas Johnson.
Radio Accounts: Bank of America.

CULBRETH SUDLER CO.
412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709
Radio Dept.: Wade Lane, account executive.



WIOD Covers This
New Rich Market
As Completely As
Miami's Magic Sun

James M. LeGate, General Manager

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS * 610 KC * NBC

DANIEL F. SULLIVAN CO.

Statler Bldg., Boston 16
Tel.: Hancock 7644
Radio Dept.: E. Whitney Tarr, radio director;
William and Robert Sullivan, account executives.

Radio Accounts: Nu-Enamel Co.; Suzanne Processed Oil Co.; Wonderland Dogtrack; Lincoln Upholstery.

G. LYNN SUMNER CO.

444 Madison Ave., New York 22
Tel.: Plaza 3-8730

Radio Dept.: G. Lynn Sumner, pres., treas. & account executive; E. R. Wood, asst. treas., radio director & timebuyer.

WALTER M. SWERTFAGER CO.

40 E. 49th St., New York 17
Tel.: Plaza 3-9810

Radio Dept.: David Lyons, radio director; Helen M. Back, timebuyer; Walter M. Swertfager, account executive.

Radio Accounts: Seydel Chemical Co.

T**J. D. TARCHER & CO.**

630 Fif h Ave., New York 20
Tel.: Circle 6-2626

Radio Dept.: Wm. E. Larcombe, radio director; Ninnette Joseph, timebuyer.

Radio Accounts: Benrus Watch Co.; MrKasson & Robbins, Inc.; Seeman Bros., Inc.; Smith Bros., Inc.

SAMUEL TAUBMAN & CO.

Lewis Tower, Philadelphia
Tel.: Pennypacker 4828

Radio Dept.: Samuel Taubman, radio director.

HENRY H. TEPLITZ

540 N. Michigan Ave., Chicago 11
Tel.: Delaware 4440

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Radio Dept.: Thomas Weatherley, television director; John U. Reber, Robert T. Colwell, A. K. Spencer, Linnea Nelson.

Chicago 11—410 N. Michigan Ave. Tel.: Superior 0303. Tyler Davis, George Pearson, Margaret Wylie.

Detroit 26—909 Lafayette Bldg. Tel.: Cadillac 5273. Harry Mitchell.

Hollywood 28—1549 N. Vine St. Tel.: Hillside 7241. Norman Blackburn, Carroll Carroll.

Los Angeles 14—621 S. Hope St. Tel.: Trinity 2591. Norton W. Mogge.

San Francisco 4—Shell Bldg. Tel.: Garfield 3510. Lowell Mainland.

Radio Accounts: P. Ballantine & Sons; Elgin Watch Co.; Ford Motor Co.; General Cigar Co.; Johns-Manville Corp.; K-off Cheese Co.; Lever Bros. Co.; Libby, McNeill & Libby; Owens-Illinois Glass Co.; Porker Pen Co.; RCA-Victor Division; Standard Brands Inc.; Swift & Co.; J. B. Williams Co.; William Wrigley, Jr. Co.

ALFRED F. TOKAR

17 Academy St., Newark 2
Tel.: Mitchell 2-2561

Radio Dept.: A. F. Tokar, supervisor; Grace Tokar, writer and research; Alfred Tokar, account executive.

NORMAN W. TOLLE & ASSOC.

631 3rd Ave., San Diego 1
Tel.: Franklin 6606

Radio Dept.: Norman W. Tolle, production director; E. R. Leifeste, copy writer; Muriel Tolle, account executive.

Radio Accounts: Hage's L'd.; Whiting Mead Co.; Home Planners' Institute; R. Victor Venberg Co.

ARTHUR TOWELL INC.

119 Monona Ave., Madison 3, Wisc.
Tel.: Fairchild 870

Radio Dept.: Keith McCutcheon, radio manager.

TRACY, KENT & CO.

515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Wm. Irwin Tracy, A. Walsh, Frank S. Kent, J. Donovan, account executives.

TRACY-LOCKE CO.

1307 Pacific Ave., Dallas 1
Tel.: Riverside 8655

Radio Dept.: Raymond P. Locke, president & radio director; Monty Mann, vice-president & account executive; Jerry W. Moffett, vice-president & account executive; Ernest Lovan, Wanda Jorrott, executive executives.

Radio Accounts: Dr. Pepper Co.; Mrs. Baird's Bread; Republic National Bank; Byer-Rolnick Co.; Texas Textile Mills; Morten Milling Co.; The Borden Co.; Imperial Sugar Co.

TRIANGLE ADV. AGENCY

201 N. Wells St., Chicago 6
Tel.: Randolph 5044

Radio Dept.: Bruce Cowan, timebuyer; Marion Mills.

Radio Accounts: American Crayon Co.; Lubri-Gas Labs.; Jacques Seed Co.; Lowe Seed Co.; Moewis Seed Co.

TURNER ADV. AGENCY

520 N. Michigan Ave., Chicago 11
Tel.: Superior 2161

Radio Dept.: John K. Turner, account executive.

U**ROLAND G. E. ULLMAN**

1520 Locust St., Philadelphia
Tel.: Pennypacker 4522

Radio Dept.: Nan Collins, radio director.

UNITED BROADCASTING CO.

201 N. Wells St., Chicago
Tel.: Andover 1685

Radio Dept.: Egmont Sonderlinz.

Radio Accounts: Quaker Stretcher Co.; Universal Motors; Great Northern Co.; Eversharp Co.; Benson Rixon.

UNITED STATES ADV. CORP.

612 N. Michigan Ave., Chicago 11
Tel.: Delaware 4466

Radio Dept.: A. J. Engelhardt.

Radio Accounts: Wilson & Co. Inc.; Wilson Sporting Goods.

V**VAN AUKEN-RAGLAND INC.**

326 W. Madison St., Chicago 6
Tel.: Franklin 2910

Radio Dept.: B. F. Stevens Kenneth L. Van Auken.

Radio Account: Safety & Tivili Laundry.

THE VANDEN CO.

620 N. Michigan Ave., Chicago 11
Tel.: Superior 9608

Radio Dept.: G. W. Vanden.

VAN DOLEN, GIVAUDAN & MASSECK

341 Madison Ave., New York 17
Tel.: Murray Hill 6-8858

Radio Dept.: H. C. Rossi, Maxine Capelan, timebuyer & account executives.

Radio Accounts: Roman Macaroni Co.; Bonoli Packing Corp.; Veg Packing Corp.

VANGUARD ADV.

15 E. 40th St., New York 16
Tel.: Murray Hill 5-4686

Radio Dept.: J. M. Russakoff, owner, radio director & timebuyer.

Radio Accounts: Hollywood Polish Co.

VAN HECKER INC.

664 N. Michigan Ave., Chicago 11
Tel.: Delaware 3122

Radio Dept.: C. E. Van Hecker, account executive.

Radio Account: Local Loan Co.

RUSSELL H. VAN TINE

112 S. 16th St., Philadelphia 2
Tel.: Rittenhouse 2142

Radio Dept.: Russell H. Van Tine, radio director.

VENABLE-BROWN CO.

211 E. 4th St., Cincinnati 2
Tel.: Parkway 6078

Radio Dept.: Dolores Mescher, treasurer; Bruce W. Brown, president; Bryant Venable, account executive.

Radio Accounts: Beau Brummell Ties Inc.; Covington Cincinnati Bridge Co.

VERNICK ADV. AGENCY

1524 Ches'nu' St., Philadelphia
Tel.: Rittenhouse 2622

Radio Dept.: Murray Vernick, radio director.

CARLO VINI ADV.

431 Fifth Ave., New York 16
Tel.: Lexington 2-9477

Radio Dept.: Carla Vini, radio director & timebuyer.

Radio Accounts: Buitoni Products Co., Inc.; Roma Wine Co.; Progresso Food Products Co.

IRWIN VLADIMIR & CO. INC.

285 Madison Ave., New York 17
Tel.: Murray Hill 5-0750

Radio Dept.: Thomas M. Quinn, exec. vice-pres.

Chicago 2—1 N. La Salle St. Tel.: Andover 5053. Joseph A. Jones, manager.

W. L. VOMACK INC.

420 Madison Ave., New York 17
Tel.: Eldorado 5-4874

Radio Dept.: Robert B. Vallon, account executive.

Radio Accounts: Style Service; N. Y. Skin Laboratory; Gold Medal Co.

W**WILLIAM von ZEHLE & CO.**

28 W. 44th St., New York 18
Tel.: Bryant 9-4750

Radio Dept.: W. von Zehle, radio director; Kay Meyerson, timebuyer; C. E. Reid, account executive.

Radio Accounts: Charm Candy; Tastyeast; Home Altar Shrine.

WADE ADV. AGENCY

208 N. Washington St., Chicago 6
Tel.: State 7369

Radio Dept.: P. C. Lund, radio director; I. W. Davidson, Sacha Lack, E. H. Freckman, producers; L. J. Nelson, timebuyer; W. B. Condon, asst. timebuyer.

Los Angeles 13—411 W. 5th St. Tel. Michigan 8608. Robert E. Dwyer, manager.

Radio Accounts: Jelsert Co.; Miles Labs; Murphy Products Co.; Morris B. Sachs; Wait-Cahill Co.

LOUIS E. WADE INC.

Paramount Bldg., Ft. Wayne 2, Ind.
Tel.: Anthony 6282

Radio Dept.: Louis E. Wade, M. E. Maxwell, account executives.

Radio Accounts: Allied Mills, Inc.; Sigrist Furniture Co.

WADSWORTH & WALKER INC.

369 Lexington Ave., New York 17
Tel.: Caledonia 5-6103

Radio Dept.: Ralph K. Wadsworth, president, radio director & timebuyer.

CARL C. WAKEFIELD ADV. AGENCY

Kohl Bldg., San Francisco 4
Tel.: Douglas 5407

Radio Dept.: Carl Wakefield.

Radio Accounts: Western Pacific Railroad; Allied Hotel Assn.; San Francisco Bank.

WALKER ADV. AGENCY

544 Market St., San Francisco 4
Tel.: Sutter 8383

WALKER SAUSSY ADVERTISING

318 Carondelet St., New Orleans 12
Tel.: Magnolia 3218

Radio Dept.: Walker Saussy, Wm. S. Pleasants, Kenneth B. Thompson, Jacob J. Wolf Jr., account executives.

WALLACE-FERRY-HANLY CO.

430 N. Michigan Ave., Chicago 11
Tel.: Superior 4462

Radio Dept.: Otis Beeman, L. T. Wallace, account executives; B. anche Slivka, timebuyer.

Radio Account: Campana Sales Corp.

DUANE WANAMAKER ADV.

540 N. Michigan Ave., Chicago 11
Tel.: Superior 1136

Radio Dept.: Duane Wanamaker.

Radio Account: Universal Foods Co.

WANK & WANK

580 Market St., San Francisco 4
Tel.: Garfield 2921

WARWICK & LEGLER INC.

230 Park Ave., New York 17
Tel.: Murray Hill 6-8585

Radio Dept.: Tevis Huhn, radio director.

Hollywood 28—6331 Hollywood Blvd. Tel.: Hempstead 8163.

Radio Accounts: Larus & Bro. Co. (Edgeworth Tobacco; Chelsea Cigarettes); Geo. W. Luf Co.; Pabst Sales Co.; Sherwin-Williams Co.

WATSON & CO.

Lewis Tower, Philadelphia
Tel.: Kingsley 1357

Radio Dept.: Henry D. Watson, radio director.

NORMAN D. WATERS & ASSOC.

1140 Broadway, New York 1
Tel.: Caledonia 5-7430

Radio Dept.: Norma Brent, radio director; Norman D. Waters, television director; Charles Whitebrook, account executive.

Television Accounts: Industrial Undergarment Corp.; Huffman Full Fashioned Mills; Air-O-Magic Shoes; Augusta Knitting Corp.; Herbert Fabrics.

TUCKER WAYNE & CO.

Ten Pryor St. Bldg., Atlanta
Tel.: Walnut 6701

Radio Dept.: D. D. Connah, radio director; C. C. Fuller, timebuyer.

(Continued on page 220)

45 Years Publishing

FACTS!

*marshalled to do
Your bidding—*

Modern business and Sales Management depends for its vigor upon accurately marshalled FACTS — conclusive Facts—ready for instant reference.

There are approximately 13,000 complete business data items in the McKITTRICK DIRECTORY OF ADVERTISERS — Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers — their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

Sales problems are always changing and maximum Spot-Sales can be obtained through

* *FACTS that help increase the time spent with prospects.*

* *FACTS that help make calls more profitable.*

* *FACTS that reveal additional opportunities in the territory.*

Why not plan your Sales and Promotional campaigns on the basis of these determinable FACTS?

Why not send for further information as to the cost and other essential details concerning this directory and Service?

GEORGE McKITTRICK & COMPANY

108 Fulton Street
New York 7, N. Y.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 219)

LUTHER WEAVER & ASSOC.
200 Globe Bldg., St. Paul 1
Tel.: Cedar 3777
Radio Dept.: Luther Weaver, timebuyer.
Radio Accounts: Minn. Federal Savings & Loan Ass'n.; Weyand Furniture Co.; Twin City Wholesale Grocer Co.; F. C. Hoyer Co.; Marshall Co.

CHARLES A. WEEKS CO. INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-2408
Radio Dept.: Charles A. Weeks, president & radio director.

ARMAND S. WEILL CO.
170 Franklin, Buffalo 2
Tel.: Washington 6250
Radio Dept.: Robert K. Weill, radio director.

MILTON WEINBERG ADV. CO.
325 W. 8th St., Los Angeles 14
Tel.: Tucker 4111

Radio Dept.: William H. Krauch, radio director; Ernestine Cousino, timebuyer; Bernard Weinberg, owner & account executive.
Radio Accounts: Pep Boys of California; May Co.; L. Price & Co.; Mike Lyman Grills; Betty Co-Ed of Hollywood; Hamilton Diamond Co.

WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4282

Radio Dept.: William Gallow, media director, timebuyer; Harry Trenner, business manager & television director; Theo Gannon, production manager; John D. Scheuer, account executive.
Hollywood 4-8553 Sunset Blvd. Tel.: Crestview 6-6121. Burt Prager.

Radio Accounts: Anchor Hocking Glass Corp.; Helbras Watch Co.; Seamon Bros. (Air-Wick); Miss Swank (slips).

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 1124

Radio Dept.: Alvin D. Reiwitch, radio director; Mrs. Heleno Cloyton, timebuyer.
Radio Accounts: Steinway Drug Co.

MARION E. WELBORN & ASSOC.
610 S. Broadway, Los Angeles 14
Tel.: Vandike 1812
Radio Dept.: Marion E. Welborn, manager.
Radio Accounts: Harry P. Ritchie Co.

WELLMAN ADV. AGENCY
Natl. Bank Bldg., Philadelphia 7
Tel.: Rittenhouse 3556
Radio Dept.: F. A. Wellman, timebuyer; Judy Powell, dramatics; Frank Kessler, account executive.
Trenton 8, N. J.—Mechanics Nat'l. Bank Bldg. Tel.: 8018.

WERTHEIM ADV. ASSOC.
11 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978
Radio Dept.: Edward L. Wertheim, owner & radio director.
Radio Accounts: American Bible Society; Bucknell University; American Mission to Lepers; Brooklyn Church & Mission Federation; Greater New York Federation of Churches.

WESLEY ASSOC.
347 Madison Ave., New York 17
Tel.: Murray Hill 7-7077
Radio Dept.: H. Weiner, timebuyer.

BRONSON WEST ADV.
500 Robert St., St. Paul 1
Tel.: Garfield 4422

Radio Dept.: Thompson Cathcart, Gayle Mieson.

WESTERN ADV. AGENCY
718 S. Flower St., Los Angeles 14
Tel.: Michigan 8731

Radio Dept.: Wallace B. Ramsey, radio director; Ruth Fredericks, timebuyer; Edward E. Keeler, general manager; Keith Evans, account executive.

Radio Accounts: 20th Century-Fox Studios; Fox-West Coast Theatres; Ontra Cafeterias; Foreman-Fox Jewelers; May Diamond Co.

WESTHEIMER & CO.
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080

Radio Dept.: R. L. Mahon, copy chief; Barbara Block, copywriter; William M. Wilder, Louis E. Westheimer, account executives; W. H. Muffgardt, television director and account executive.

Radio Accounts: Centliver Brewing Corp.; White Seal Brewery; International Shoe Co. Television Accounts: Winthrop Shoe Co.; Queen Quality Shoe; Universal Match Co.

WEST-MARQUIS & CURTIS
Rialto Bldg., San Francisco
Tel.: Garfield 1716
Radio Dept.: Mr. G. Bussi.
Radio Accounts: Western Air Lines; Joshua Handy Iron Wks.

TOM WESTWOOD ADV.
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496
Radio Dept.: Tom Westwood, radio director; Leona Brandes, asst.; Dr. A. U. Michelson. Walter B. Murray, Albert Salter, account executives.
Radio Accounts: Hebrew-Christian Hour; Swedenborg Hour; Challenge to Youth.

WARD WHELOCK CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 7500
Radio Dept.: E. J. Cogan, radio director (Philadelphia); Richard Morvin, radio director (New York).
Radio Account: Campbell Soup Co.

WILDRICK & MILLER INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2170
Radio Dept.: M. Louise Luckenbill, radio director & timebuyer.
Radio Accounts: Standard Brands, Inc. (Yeast for animals).

WALTER W. WILEY ADV. INC.
8 W. 40th St., New York 18
Tel.: Bryant 9-5254
Radio Dept.: Walter W. Wiley, radio director; Dorothy F. Wiley, timebuyer; Arthur McArthur, radio executive.

WILLIAMS ADV. AGENCY
47 E. 34th St., New York 16
Tel.: Murray Hill 3-8592
Radio Dept.: Rose Barkon, radio director; Ray Austrian, Wm. Shields, account executives.
Radio Accounts: Vogue Foundation, Inc.; Schilling Sales Co.

WILLIAMS & SAYLOR INC.
271 Madison Ave., New York 16
Tel.: Lexington 2-3493
Radio Dept.: Mrs. I. Randall, timebuyer.

JOSEPH A. WILNER CO.
2 W. Fayette St., Baltimore 1
Tel.: Plaza 2156
Radio Dept.: S. French, manager.

WILSON & HAIGHT INC.
410 Asylum St., Hartford 3, Conn.
Tel.: 2-3208
Radio Dept.: Naomi Hanna, radio director; Ronald W. Donahue, Jesse J. Haight, Jarvis W. Mason, Howard C. Wilson, account executives.

WILTMAN & PRATT INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1892
Radio Dept.: Russel Pratt, radio director; Collette Riley, R. J. Swenson, asst.
Radio Accounts: Breakfast Cheer Coffee; Hutchinson Co.; Latrobe Brewing Co.; National Record Marts; Oswald & Mess Co.; Red Rock Cola; Standard Floor Co.; United Steelworkers of America.

PAUL WINANS ADV.
510 S. Spring St., Los Angeles 13
Tel.: Michigan 3884

Radio Dept.: Paul Winans, owner & account executive; Arthur C. Richards, radio director & account executive.
Radio Accounts: Inglewood Park Cemetery Assoc.; Slovak Jewelry Co.; Los Angeles Furniture Co.; Riviera Co.; Feltman & Curme Shoe Store Co.

FRED WITNER ADV.
2 W. 45th St., New York 19
Tel.: Vanderbilt 6-0560
Radio Dept.: Mark Leblang, general manager.

RALPH L. WOLFE & ASSOC.
76 Adams Ave. W., Detroit 26
Tel.: Cadillac 1865
Radio Dept.: C. M. Jickling, radio director; R. L. Wolfe, R. E. Mulvogue, account executives.
Radio Accounts: Detroit & Cleveland Navigation Co.; J. L. Hudson Co.

ALBERT WOODLEY CO.
500 Fifth Ave., New York 8
Tel.: Wisconsin 7-0380
Radio Dept.: Albert Woodley, radio director; Edith M. Knoth, timebuyer; Louis De Gamo, account executive.
Radio Account: Andrea Radio & Television Co.

WORLD WIDE ADV. CORP.
11 W. 42nd St., New York 18
Tel.: Longacre 5-4500
Radio Dept.: E. M. Scholz, radio director; Amy Brunn, Bryce Oliver, account executives.
Radio Accounts: Fifth Ave. Coach Co.; National Transportation Co.; Parmalee System.

WORTMAN, BARTON & GOULD INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-2757
Radio Dept.: E. B. M. Wortman, president, radio director & timebuyer.
Radio Accounts: National Paper Products Co.

CHARLES E. YOST ADV.
Keystone Bldg., Pittsburgh 22
Tel.: Atlantic 5845
Radio Dept.: Robert Anderson, H. F. Hufnagle, account executives.

ROBERT B. YOUNG ADV. AGENCY
625 Market St., San Francisco
Tel.: Sutter 5411
Radio Dept.: Robt. A. Young; Mr. T. A. White.
Radio Account: Sierra Candy Co., Inc.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Ashland 4-8400

Radio Dept.: Gordon P. Cates, vice-pres. & mgr.; radio dept.: Harry Ackerman, vice-pres. & head of program operations; Carlos Franco, assoc. director charge of station relations; Joseph Moran, assoc. director, head of talent dept.; Frederick A. Zaghi, bus. mgr.; John Swayze, mgr. commercial dept.; Coral Irwin, mgr. daytime radio; Alexander Stronach, talent supervisor; Joseph Hill, radio story editor; Edwin Duerr, production supervisor; Wm. Forbes, head television; John Southwell, television director; Lester Gottlieb, head, radio publicity; John Barry, head, motion picture dept.; Pyren Smith, asst. head motion pictures; Kay Brown, Carolyn Turner, Angus MacKintosh, timebuyers.

Account Executives: Henry Sparks, H. Carpenter, Donald Payne, Louis Weil, Robert Owens, Harry Harding, Edward Grimm, William Chesley, Thomas Burch, Edward Grimm, Donald O'Brien, Kenneth Jones, Brooks Emory, George Davis, Paul Richardson, Courtney Moon, C. Hus'ing, Stuart V. Dawson, Arthur Sherrill, Ralph Reese, James Webb, L. Rowell, Frank Fagan, Joseph Holmes, Mark Wiseman.

Chicago 1-333 N. Michigan Ave. Tel.: 9390.
John F. Whedon, vice-pres. manager.
Detroit 2-7430 Second Blvd. Tel.: Madison 4300. George W. Davis, vice-pres., manager.

Hollywood 28-6253 Hollywood Blvd. Tel.: Hollywood 2734. Glenhall Taylor, head of office. Bruce Ellis, bus. manager; Bob Hussey, supervisor of talent.

San Francisco 4-Russ Bldg., 235 Montgomery St. Tel.: Exbrook 4126. Howard E. Williams, manager.

Montreal-1120 University Tower, 660 St. Catherine St. W., Centre No. 2. Tel.: Plateau 4691. L. C. Arbuthnot.
Toronto-80 King St. W. Tel.: Elgin 5347. Stuart B. Smith, manager.

Radio Accounts: Borden Co.; Bristol-Myers Co. (Sal Hepatica, Minit Rub, Trushay Hand Lotion, Ipana); Celonese Corp.; Cent'our Co. (Fletcher's Costorio, Molla Shaving Cream); Consolidated Vu'tae Aircraft Co.; Cummur Products Co. (Engerine); Dunlap Milling Co.; Challenger Feeds; General Electric Co. (appliance & merchandise div.); General Foods Corp. (Birds Eye Frosted Foods, Columel Baking Powder, Grape-Nuts, Jell-O, Lo Fronce, Postum, Sanka Coffee, Satino, Swans Down Cake Flour); Goodyear Tire & Rubber Co.; Gulf Oil Corp.; Hyde Park Breweries Ass'n.; International Silver Co.; John F. Jelke Co.; Johnson & Johnson; Lever Bros. (Swan Soap); Life Savers Inc.; Lipton Co.; R. H. Macy & Co. Inc.; Packard Motor Car Co.; Petri Wine Co.; Pharma-Craft Corp.; Rath Packing Co.; Sperry Corp.; Time Inc.; Travelers Insurance Co.
Television Accounts: Sanforized Div. of Cluett, Peabody & Co. Inc.

JULIUS F. ZEDERMAN
Hearst Bldg., San Francisco
Tel.: Exbrook 2957
Radio Dept.: Julius F. Zederman.
Radio Accounts: Bernstein's Fish Grotto; Thos. Brodie, Plumber; Palace Hardware Co.; Redlick's Furniture; Blum's Candy.

THE ZLOWE CO.
507 Fifth Ave., New York 17
Tel.: Vanderbilt 6-4885
Radio Dept.: Florence M. Zlowe, radio director & timebuyer; Wm. A. Rathschild, account executive.
Radio Account: Wyler Welch Agency.

a Direct Hit!



Paul R. Fry
General Manager

Represented by
Rambeau

In the Midwest's Greatest Market

DIRECTORY OF CANADIAN ADVERTISING AGENCIES

ARDIEL ADV. AGENCY LTD.

Continental Life Bldg., Toronto, Ont.
Tel.: Adelaide 4994
Radio Dept.: S. G. Gillespie, W. E. Edwards, R. M. Quairrie.
Toronto—371 Bay St. Tel. 4994. Clark Wright manager.
Oakville—Colbourne St. W. Tel.: 1016. W. A. Chant, manager.
Hamilton—37 James St. S. Tel.: 2-8524. S. P. Westaway, manager.

BENWELL ATKINS LTD.

413 Granville St., Vancouver, B. C.
Tel.: Pacific 3448

CANADIAN ADV. AGENCY LTD.

Sun Life Bldg., Montreal 2, Que.
Tel.: Plateau 8046
Radio Dept.: L. E. Schofield, O. Carignan.
Toronto—69 Yonge St. Tel.: Adelaide 3051.
R. W. Ashcroft.
Radio Accounts: Gooderham & Worts Ltd.; Warline Prices & Trade Board; Dept. of Finance; B. Houde-Grothe Ltd.; London House Products.

COCKFIELD, BROWN & CO. LTD.

Cathcart St., Montreal, Que.
Tel.: Harbour 4171
Radio Dept.: A. E. Ainger.
Toronto, Ont.—Metropolitan Bldg. Tel.: Elgin 9201. C. W. McQuillin, L. F. Chitty, A. I. Savage.
Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. David Cotton.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 97-068. L. G. Holmes.

Radio Accounts: Kelley Douglas Ltd.; Kennedy Mfg. Co.; Bell Telephone Co. of Canada; Bovril (Canada) Ltd.; Elnhurst Dairy; Ex-Lax Ltd.; National Drug & Chemical Ltd.; Molson's Brewery Ltd.; Producers Dairy Ltd.; Christie, Brown & Co.; Willard's Chocolates, Ltd.; Laura Secord Candy Shops Ltd.; Canadian Shredded Wheat Co.; Shirriff's Ltd.; Maple Leaf Milling Co. Ltd.; Canadian Macaroni Co. Ltd.; Campbell Soup Co. Ltd.; York Knitting Mills Ltd.; Cheeseborough Mfg. Co. Ltd.; Charles E. Hires Co. Ltd.; Acme Farmers Dairy Ltd.; Canada Packers Ltd.; Daggett & Ramsdell Ltd.; Miles Laboratories Ltd.; Pure Gold Mfg. Co. Ltd.; Glidden Co. Ltd.; McGavin Bakeries Ltd.; Westminster Canners; Northern Electric Co. Ltd.; Delinear Frosted Foods Ltd.; Garvin Ice & Fuel Co. Ltd.; J. Leckie Co. Ltd.; Nabab Food Products Ltd.; Hudson Bay Co.

COMMERCIAL BRDCTG. SERV. LTD.

45 Richmond St., W., Toronto, Ont.
Tel.: Elgin 2625
Radio Dept.: E. A. Byworth

A. J. DENNE & CO. LTD.

90 King St. W., Toronto, Ont.
Tel.: Elgin 3444
Radio Dept.: R. O. McKeown, vice-president in charge of radio; A. J. Denne, W. M. Findlay, E. R. White, account executives.
Radio Accounts: Nyal Co. Ltd.; Dodds Medicine Co. Ltd.; Mother Parker's Tea Co.; Wilson Ltd.; Hawes' Floor Wax; T. Eaton Co. Ltd.; Mecca Ointment; Fertabs.

DESBARATS ADV. AGENCY

480 Lagachetiere St. W., Montreal 1, Que.
Tel.: PJ 5025

DICKSON & EDINGTON LTD.

401 Bloor W., Toronto 5, Ont.
Tel.: Randolph 1488
Radio Dept.: Roy W. Dickson, production; A. Edington, accounts.
Radio Accounts: Shirriff's Ltd.; Nyal Co. of Canada; Lyons Tea & Coffee; Drug Commodities Ltd.

FERRIS ADV. SERVICE

16 James St. S., Hamilton, Ont.
Tel.: 7-3895
Radio Dept.: E. Ferris.
Radio Account: National Cellulose of Canada.

FINANCIAL ADV. CO. OF CANADA

474 S. Alexis St., Montreal, Que.
Tel.: La. 2136
Radio Dept.: Sam Ghent.

JAMES FISHER CO. LTD.

204 Richmond St., West, Toronto 1, Ont.
Tel.: Waverley 8091
Radio Dept.: A. L. Thompson.
Radio Accounts: Ontario Provincial Government; Beaver Products Co. Ltd.; Catelli Food Products Co. Ltd.; Canada Bread Co. Ltd.; McLarens Ltd.; R. Hudnut Ltd.; W. G. Patrick & Co. Ltd.

HARRY E. FOSTER AGENCIES LTD.

King Edward Hotel, Toronto 2, Ont.
Tel.: Elgin 6373

Radio Dept.: Arthur Tidy, Margaret Slaney, Douglas Coons, timebuyers; Robert Flook, television director; Gordon Forsyth, Sydney Brown, Lenore Reinke, production; D. H. Foster, H. E. Foster, George Bell, account executives.

Vancouver, B. C.—119 W. Pender St. Tel.: Pacific 8024. Lorry Webster, manager.

Radio Accounts: Wolter M. Lowney Co. Ltd.; Robt. Simpson Co. Ltd.; Superstest Petroleum Corp. Ltd.; Dr. Jackson Foods Ltd.; Mutual Benefit Health & Accident Ass'n; Smith Bros. Inc.; Lantigen Laboratories; Junior Gold Securities; National Gold Securities; National War Finance Committee; Vio-Bin Sales Co. of Canada; Herman Fur Co.

FRONTENAC BROADCASTING CO.

394 Bay St., Toronto 1, Ont.
Tel.: Elgin 4553
Radio Dept.: A. E. Carter, president; G. J. Carter, vice-president; A. R. Robertson, W. H. Ely, account executives.

GENERAL BROADCASTING CO.

1434 St. Catherine West, Montreal 25, Que.
Tel.: Belair 2855
Radio Dept.: Jack Selinger, director; A. Tietolman; A. R. Wilson, account executives.

J. J. GIBBONS LTD.

200 Bay St., Toronto, Ont.
Tel.: Elgin 2111
Radio Dept.: W. Reeves.

Montreal, Que.—Dominion S. Bldg. Tel.: Harbour 6207. H. M. Reid.

Regina, Sask.—Leader Bldg. Tel.: 6-141. S. Whyte.

Calgary, Alta.—Renfrew Bldg. Tel.: M 5437. Reg. G. Smith.

Edmonton, Alta.—Tel.: 27-512. J. H. Fulton.

Winnipeg, Man.—Scott Block. Tel.: 97-373. G. E. Hunter.

Vancouver, B. C.—Province Bldg. Tel.: Pacific 0157. L. E. C. Manley.

Radio Accounts: Underwood-Elliott-Fisher Ltd.; Drug Trading Co.; Dep. of War Services; J. M. Schneider Ltd.; Ogilvie Flour Mills Ltd.; Sherwin-Williams Co. of Canada Ltd.; Canada Paint Co. Ltd.; Canadian Water Paints Ltd.

F. H. HAYHURST CO. LTD.

38 King St. W., Toronto 1, Ont.
Tel.: Adelaide 7418

Radio Dept.: H. W. E. Peppler, vice-pres.; Fred Butler, account executive.

Montreal, Que.—1405 Peel St. Tel.: Belair 1161. E. A. Goodeve.

Radio Accounts: John Stuart Sales Co.; School Mfg. Co.; Honey Dew Ltd.; Templetons Ltd.; G. T. Fulford Co., Ltd.; Lavalline Cleanser Co. Ltd.; Blotchford Feeds Ltd.

L. J. HEAGERTY & ASSOC.

19 Malinda St., Toronto, Ont.
Tel.: Adelaide 0366

Radio Dept.: L. J. Heagerty.

Radio Accounts: Colgate-Palmolive-Peet Co.; S. O. S. Mfg. Co.; W. G. Noble Ltd.

J. E. HUOT LTD.

353 St. Nicholas, Montreal, Que.
Tel.: Plateau 9539

Radio Dept.: J. E. Huot, A. Audet.

Radio Accounts: Sleepex Reg'd.; Dr. J. O. Lambert, Ltd.

RUSSELL T. KELLEY LTD.

150 Main St., Hamilton, Ont.
Tel.: 2-1155

Radio Dept.: R. T. Kelley.

Montreal, Que.—480 Lagachetiere St., W. Tel.: Plateau 5025.

Radio Accounts: McLarens, Ltd.; Canadian Canners Ltd.; Canadian Red Cross Society; Longines-Wittnauer (Canada).

LOCKE, JOHNSON & CO.

Harbour Commission Bldg., Toronto, Ont.
Tel.: Elgin 6271

Radio Dept.: Elton Johnson.

Radio Account: Canadian National Carbon. Lt'd.

MCCONNELL, EASTMAN & CO. LTD.

254 Bay St., Toronto, Ont.
Tel.: Adelaide 7004

Radio Dept.: Edward Gould, director & account executive; May McMillan, asst.; D. M. Coutts, Geo. L. Dixon, Morgan Eastman, Fred Hebert, account executives.

London, Ont.—Huron & Erie Bldg. Tel.: Met-calf 544. I. Yull, director.

Montreal—Dominion Square Bldg. Tel.: Plateau 1146. K. Crombie, manager.

Winnipeg—Confederation Life Bldg. Tel. 95-757. L. Coutts, manager.

Vancouver—Stock Exchange Bldg. Tel.: Marine 2161. S. Griffiths, manager.

Radio Accounts: Gypsum Lime & Alabastine Ltd.; St. Lawrence Starch Co. Ltd.; Tip Top

Tailors Ltd.; Bernard Beverages Ltd.; Public Finance Corp.; Medusa Products Co. Ltd.; Scarfe & Co. Ltd.; Libby McNeill & Libby of Canada Ltd.; Brown's Bread Ltd.; Perfect Circle Co. Ltd.

MEKIM ADV. LTD.

320 Bay St., Toronto 1, Ont.
Tel.: Elgin 5331

Radio Dept.: E. W. Brodie, radio director; H. La Rocque; D. E. Longmore.

Montreal—Dominion Square Bldg. Tel.: Lan-caster 5192. J. J. Gallagher, manager.

Vancouver—Province Bldg. H. S. Watson manager.

Winnipeg—Paris Bldg. Tel. 9-7627. A. A. Brown, manager.

London, England—Monsfield House. H. Suffell, manager.

MACLAREN ADV. CO. LTD.

372 Bay St., Toronto 1, Ont.
Tel.: Elgin 0321

Radio Dept.: M. Rosenfeld, C. M. Pasmore, radio directors; Hugh Horler, Harry O'Connor.

Montreal, Que.—Dominion Sq. Bldg., Tel.: Plateau 9556. N. Trudeau.

Vancouver, B. C.—Province Bldg. Tel.: Marine 6268. W. D. M. Patterson, manager.

Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-321. E. P. Thomson, manager.

London, S. W. 1, 2—Cockspur St. Tel.: Abbey 2377. W. G. Abel.

Radio Accounts: Peoples Credit Jewelers Ltd.; Roberts Biological Laboratories; Imperial Oil Ltd.; Department of Munitions & Supplies; Dalglissh Co.; Tuckett's Ltd.; H. J. Heinz Co. of Canada; S. F. Lawrence Ltd.; Lowe Bros. Co. Ltd.; O'Ceard of Canada Ltd.; Wartime Prices and Trade Board.

MASON'S UNITED ADV. AGENCY LTD.

14 McCaul St., Toronto, Ont.
Tel.: Adelaide 5112

Radio Dept.: John Dart, Colleen Baylen.

Radio Accounts: International Associated Products Ltd.

METROPOLITAN BRDCTG. SERV. LTD.

21 Dundas Square, Toronto, Ont.
Tel.: Adelaide 0181

Radio Dept.: Ken. Sable, Don E. Wright.

Radio Accounts: Owens & Elms Ltd.; Lyons Furniture Co.; Toronto Fuels Ltd.; Myers Studios Ltd.; Toplin Shoe Store Ltd.

JACK MURRAY

10 King St. E., Toronto, Ont.
Tel.: Elgin 5600

Radio Dept.: Jack Murray.

O'BRIEN GOURLAY LTD.

Dominion Bldg., Vancouver, B. C.
Tel.: Pacific 9174

Radio Dept.: Michael O'Brien.

Radio Accounts: British Columbia Electric Railway Co.

WM. ORR & CO.

Metropolitan Bldg., Toronto, Ont.
Tel.: Waverley 0306

Radio Dept.: Wm. Orr.

Radio Accounts: J. A. Hough Mfg. Co. Ltd.; Elios Rogers Coal Co. Ltd.; Trull Funeral Home; Comstock Funeral Service.

ALFORD R. POYNTZ & CO.

68 King St., E., Toronto, Ont.
Tel.: Adelaide 8716

Radio Dept.: Alford R. Poyntz.

Radio Account: Allen Electric Co. Ltd.

THORNTON PURKIS

330 Bay St., Toronto, Ont.
Tel.: Adelaide 6221

Radio Dept.: Thornton Purkis, Miss Gladys Race.

Montreal, Que.—411 Confederation Bldg. D. Frank Tees.

E. W. REYNOLDS & CO.

Yardley House, Toronto, Ont.
Tel.: Waverley 6157

Radio Dept.: E. W. Reynolds, H. A. Talfer, radio director; Miss L. Natross, timebuyer; Miss F. E. Riley, John Keller, H. D. R. Newby, Stuart Walton, Harold A. Davis, account executives.

Radio Accounts: J. H. Stafford Industries Ltd.; Benjamin Moore & Co. Ltd.; Canadian Co-operative Wool Growers Ltd.

RONALDS ADV. AGENCY LTD.

Keefer Bldg., Montreal, Que.
Tel.: Plateau 4803

Radio Dept.: N. K. Vale, John W. Teale.

Toronto 1, Ont.—New Wellington Bldg. Tel.: Adelaide 0237. R. J. Avery, Miss M. Braine, Miss F. Sleevert.

Radio Accounts: Louis K. Liggett Co. Ltd.;

Lyman Agencies Ltd.; Roe Farms Milling Co.; United Drug Co., Ltd.; Campbell Finance Corp. Ltd.; Canadian Industries Ltd., (Paint & Varnish Div.); Canadian Silk Products Ltd.; McCall-Frontenac Oil Co. Ltd.; Bristol-Myers Co. of Canada Ltd.; Canadian Industries Ltd.

SAVARY & CO.

Union Bldg., Calgary, Alberta
Tel.: M 4560

Radio Dept.: J. E. Gerge, manager; G. H. McDonald, account executive.

Lethbridge, Alberta—4 Oliver Block. Tel.: 3455. A. W. Savary, account executive.

Radio Accounts: Gas & Oil Products Ltd.; Modin Motors Ltd.; Spence Ltd.; Alberta Motor Transport Ass'n; Radiocrafts; Anderson Grain & Feed Co., Ltd.; Stewart Electric Hatcheries; Alberta Hatcheries; Globe Labs. of Canada; Henderson Secretarial School.

R. C. SMITH & SON

80 King St. W., Toronto, Ont.
Tel.: Elgin 9396

Radio Dept.: G. Alec Phares, radio director.

SPITZER & MILLS LTD.

19 Richmond St. W., Toronto, Ont.
Tel.: Waverly 1151

Radio Dept.: W. D. Byles, radio director; Dorothy Andison.

STEVENSON & SCOTT LTD.

University Tower Bldg., Montreal, Que.
Tel.: Harbour 4131

Radio Dept.: H. E. Smith, director; F. E. Scott, Marion T. Young, A. W. Houghton, Geo. S. MacDonald, account executives.

Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 1166. F. W. Hunt, Hazel Kelly, Jack Wilson.

Radio Accounts: Geo. Weston Ltd.; Burgess Battery Co.; Community Hospital Plan; Martin-Senour Co. Ltd.; Mireille Inc.; Stanfield's Ltd.; National Breweries Ltd.; Burnett Ltd.; Montreal Standard; Panther Rubber Co.; King Edward Hotel.

STEWART-LOVICK LTD.

Province Bldg., Vancouver, B. C.
Tel.: Pacific 3531

Radio Dept.: F. J. McDowell, director; J. Crittenden, promotion director; N. F. Anthony, script supervisor; E. M. Hutchinson, traffic; Kelly Douglas, account executive.

Calgary—Southam Bldg. Tel.: M1432. R. McNicol.

Edmonton, Alta.—Birks Bldg. Tel.: Edmonton 23264. Miss W. Sutton.

Radio Accounts: Byers Flour Mills; B. C. Electric; Union Oil Co.; Burns & Co. of Canada, Ltd.; Canadian Bakeries; Dad's Cookies; Westminster Paper Co.

TANDY ADV. AGENCY LTD.

204 Richmond St., W., Toronto 2, Ont.
Tel.: Adelaide 6362

Radio Dept.: J. P. Hamilton, E. V. Hammand.

Radio Accounts: Bottle Pharmaceuticals Co.; Mulveney's Remedies Ltd.; E. & S. Currie Ltd.; Gray Remedy Co.

VICKERS & BENSON LTD.

Keefer Bldg., Montreal, Que.
Tel.: Plateau 5051

Radio Dept.: Miss Jeanne Berube, timebuyer; Roland Beaudry.

Toronto, Ont.—Reford Bldg. Tel.: Waverley 1603. C. M. Mutch, N. Holmes, account executives.

Radio Accounts: Canada Starch Co. Ltd.; Thomas J. Lipton Ltd.; S. C. Johnson & Son; Dominion Seven-Up Ltd.; D. L. & W. Coal Co.

WALLACE ADV. LTD.

Roy Bldg., Halifax, Nova Scotia
Tel.: B-7557

Radio Dept.: F. R. Wallace.

Radio Accounts: Crown Diamond Paint Co. Ltd.; Moirs Ltd.

WALSH ADV. CO. LTD.

Guarantee Trust Bldg., Windsor, Ont.
Tel.: 3-2416

Radio Dept.: Thomas Walsh, president.

Toronto—Concourse Bldg. Tel.: Adelaide 3055. Harold J. Keenan, director; David McMillan, Sr., David McMillan, Jr., acct. executives.

Radio Accounts: Ass'n Toronto Hotel Proprietors; W. K. Buckley Ltd.; Circulex Corp. Ltd.; Parker Dye Works, Ltd.

WHITEHALL BROADCASTING LTD.

Dominion Square Bldg., Montreal 2, Que.
Tel.: Lancaster 6500

Radio Dept.: William V. George, president.

YOUNG & RUBICAM LTD.

660 St. Catherine St., W., Montreal, Que.
Tel.: Plateau 4691

Radio Dept.: L. C. Arbutnot, B. Devlin.

Toronto, Ont.—80 King St. W. Tel.: Elgin 3347. S. B. Smith, Doreen Dunlop.

Radio Accounts: Robin Hood Flour Mills Ltd.; Borden Co. Ltd.; Walmont of Canada Ltd.; International Silver Co. of Canada, Ltd.

Directory of BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan.

New England Representation

| | | |
|--------------------------|--------------------------|---------------------------|
| *WCAU, Philadelphia | *WCSH, Portland, Me. | *WSPR, Springfield, Mass. |
| *WHN, New York City | *WHYN, Holyoke, Mass. | *WHEB, Portsmouth, N. H. |
| *WDEV, Waterbury, Vt. | *WIBX, Utica, N. Y. | *WTAG, Worcester, Mass. |
| *WJAR, Providence | *WRDO, Augusta, Me. | *WBRK, Pittsfield, Mass. |
| *WLBS, Banker, Me. | *WFEA, Manchester, N. H. | WLNH, Laconia, N. H. |
| *WSYR, Syracuse, N. Y. | *WRRY, Waterbury, Conn. | *WKNE, Keene, N. H. |
| *WHA1, Greenfield, Mass. | *WNBC, Hartford, Conn. | Connecticut State Network |

WALTER BIDDICK CO.

Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

| | | |
|--------------------------|-------------------------|--------------------------|
| KFOX, Long Beach, Cal. | KODL, The Dalles, Ore. | KWRC, Pendleton, Ore. |
| *KTRB, Modesto, Cal. | *WIND, Gary Ind. | KSLM, Salem, Ore. |
| KSR, Santa Rosa, Cal. | KCKN, Kansas City, Kan. | KVOS, Bellingham, Wash. |
| *KHUB, Watsonville, Cal. | KIEV, Glendale, Cal. | KRKO, Everett, Wash. |
| *WJJD, Chicago | KDON, Monterey, Cal. | KWK, Long View, Wash. |
| KLS, Oakland, Cal. | KGIW, Alamosa, Colo. | KRSC, Seattle |
| *WIBW, Topeka, Kan. | KIUP, Durango, Colo. | KTBI, Tacoma, Wash. |
| *KAST, Astoria, Ore. | KWIL, Albany, Ore. | KTYW, Yakima, Wash. |
| *KBND, Bend, Ore. | KORE, Eugene, Ore. | KVRS, Rock Springs, Wyo. |
| *WIBX, Utica, N. Y. | KMED, Medford, Ore. | |

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
San Francisco—Russ Bldg. Tel.: Douglas 3188. Mgr.: Lindsey H. Spight.

Represents

Don Lee Broadcasting System (MBS)

Pacific Broadcasting Co.

The Arizona Radio Network

| | | |
|----------------------------|-------------------------|--------------------------|
| KOY, Phoenix, Ariz. | WLS, Chicago | WMBG, Richmond, Va. |
| KIEM, Eureka, Cal. | WFBR, Baltimore | KOL, Seattle |
| KHJ, Los Angeles | WOW, Omaha | WMMN, Fairmont, W. Va. |
| KFKM, San Bernardino, Cal. | WNEP, Binghamton, N. Y. | WVVA, Wheeling, W. Va. |
| KGB, San Diego, Cal. | *WNEW, New York City | KGMB, Honolulu Hawaii |
| KFRC, San Francisco | KFYR, Bismarck, N. D. | WBO, Orlando, Fla. |
| KDB, Santa Barbara, Cal. | WBNS, Columbus, O. | WIBC, Indianapolis |
| KGDM, Stockton, Cal. | WHIZ, Zanesville, O. | KXOK, St. Louis |
| KFEI, Denver | WHP, Harrisburg, Pa. | KODY, North Platte, Neb. |
| *WJAX, Jacksonville, Fla. | WGBL, Scranton, Pa. | KFRE, Fresno, Cal. |
| WQAM, Miami, Fla. | *WROL, Knoxville, Tenn. | KFRU, Columbia, Mo. |
| *WFLA, Tampa, Fla. | KTRH, Houston | KALE, Portland, Ore. |
| KIDO, Boise, Ida. | KDYL, Salt Lake City | WDSU, New Orleans |
| KXEL, Waterloo, Iowa | | |

BLUE NETWORK SPOT SALES

Ralph E. Dennis, Manager

New York City—30 Rockefeller Plaza. Tel.: Circle 7-5700.
Chicago—Merchandise Mart Bldg. Tel.: Delaware 1900. Mgr.: Roy McLaughlin.
Hollywood—Sunset & Vine. Tel.: Hillside 8231. Mgr.: Amos Barron.
Detroit—802 Fisher Bldg. Tel.: Tricity 2-7900. Mgr.: John Donohue.
San Francisco—111 Sutter St. Tel.: Graystone 6565. Mgr.: Byron Nelson.
Pittsburgh—171 Shaler Dr. Tel.: Genshaw 1287. Mgr.: Robert Post.

Represents

| | | |
|--------------------|------------------|----------------------------|
| KGO, San Francisco | WMAL, Washington | Pacific Coast Blue Network |
| KECA, Los Angeles | WENR, Chicago | WJZ New York City |

THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 5726.
New York City—230 Park Ave. Tel.: Murray Hill 6-1860.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 4851.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192.
Kansas City—Board of Trade Bldg. Tel.: Harrison 1023.
Dallas—First National Bank Bldg. Tel.: Central 8569.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440.
Charlotte, N. C.—Commercial National Bank Bldg. Tel. 8839.
San Francisco—5 Third St. Tel.: Garfield 6740.
Los Angeles—448 S. Hill St. Tel.: Michigan 1269.
Memphis—Sterick Bldg. Tel.: 8-2344.

Represents

| | | |
|--------------------------|--------------------------|---------------------------|
| KTWS, Hot Springs, Ark. | WTJS, Jackson, Tenn | KTBC, Austin, Tex. |
| KWKH, Shreveport, La. | WNQX, Knoxville, Tenn. | KRAC, Beaumont, Tex. |
| WCPO, Cincinnati | WMC, Memphis | KRLD, Dallas |
| | West Virginia Network | |
| WCHS, Charleston, W. Va. | WRLK, Clarksburg, W. Va. | WPAR, Parkersburg, W. Va. |
| | WSAZ, Huntington, W. Va. | |

BURN-SMITH CO., Inc.

New York City 17—551 Fifth Ave. Tel.: Murray Hill 2-3124. Mgr.: Robert S. Keller.
Chicago 1—307 North Michigan Ave. Tel.: Central 4437. Mgr.: John A. Toothill.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

| | | |
|---------------------------|-------------------------|---------------------------|
| KMTR, Hollywood, Cal. | WKBB, Dubuque, Ia. | KWJJ, Portland, Ore. |
| WGR, Louisville | WJL B, Detroit | WRRN, Warren, O. |
| WELL, Battle Creek, Mich. | KFRO, Longview, Tex. | WBAX, Wilkes-Barre, Pa. |
| WFDF, Flint, Mich. | WHBC, Canton, O. | Daniel Boone Network |
| WKBZ, Muskegon, Mich. | KMAC, San Antonio | KFBC, Cheyenne, Wyo. |
| WKLA, Ludington, Mich. | KPAB, Laredo, Tex. | The Caroling Group |
| KGVO, Missoula, Mont. | WRUF, Gainesville, Fla. | The Kentucky Group |
| WMRF, Lewistown, Pa. | KVPD, Fort Dodge, Ia. | WTBC, Elkhart, Ind. |
| WGH Newport News, Va. | WMRC, Greenville, S. C. | *WHA1, Greenfield, Mass. |
| *WALB, Albany, Ga. | KTRI, Sioux City, Ia. | WAIM, Anderson, S. C. |
| WJLS, Beckley, W. Va. | WLOF, Orlando, Fla. | WFVA, Fredericksburg, Va. |

CAPPER PUBLICATIONS

New York City—420 Lexington Ave. Tel.: Mohawk 4-3280. Mgrs.: Philip Zach, W. L. McKee
Chicago—180 No. Michigan Ave. Tel.: Central 5977. Mgrs.: Frank Gaughen-Gene Carlson
Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Mgr.: Joe Story.
San Francisco—Russ Bldg. Tel.: Douglas 5220. Mgr.: W. B. Flowers.

Represents

*KCKN, Kansas City, Kan. *WIBW, Topeka, Kan.

THOMAS F. CLARK CO., Inc.

New York 17—205 E. 42nd St. Tel.: Murray Hill 4-6317. Mgr.: Thomas F. Clark.
Chicago—35 E. Wacker Dr. Tel.: Central 1112. Mgr.: C. J. Anderson.

Represents

| | | |
|-------------------------|-------------------------|---------------------------|
| KSAN, San Francisco | WRLC, Toceca, Ga. | WENT, Groversville, N. Y. |
| KOKO, La Junta, Colo. | WGAZ, Carthage, Ill. | WNBZ, Saranac Lake, N. Y. |
| WPAL, Tallahassee, Fla. | KWAK, Atchison, Kan. | WMBO, Auburn, N. Y. |
| WMM, Cordale, Ga. | WSNJ, Bridgeton, N. J. | WEGO, Concord, N. C. |
| WLAG, La Grange, Ga. | WMFF, Plattsburg, N. Y. | |

COX & TANZ

Philadelphia—Drexel Bldg. Tel.: Lombard 1720. Mgr.: E. R. Tanz.
New York City—285 Madison Ave. Tel.: Lexington 2-2450. Mgr.: A. P. Cox.
Chicago—228 N. LaSalle St. Tel.: Franklin 2095. Mgr.: J. C. Cox Jr.

Represents

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

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 3-0381. Mgr.: Harry E. Cummings.

Southeastern Representative

| | | |
|-----------------------------------|-------------------------|-------------------------|
| *WJAX, Jacksonville, Fla. | *WIOD, Miami, Fla. | *WFLA, Tampa, Fla. |
| *WROL, Knoxville, Tenn. | *WHIO, Dayton, O. | *WDBO, Orlando, Fla. |
| *Daniel Boone Network Comprising: | | |
| *WOPI, Bristol, Tenn. | *WKPT, Kingsport, Tenn. | *WISE, Asheville, N. C. |

FORJOE & COMPANY

New York City—19 W. 44th St. Tel. Vanderbilt 6-5080.
Chicago—360 No. Michigan Ave. Tel.: State 5687.
Philadelphia—Widener Bldg. Tel.: Rittenhouse 9698.

Represents

| | | |
|-------------------------|----------------------------|-------------------------|
| WCOU, Lewiston, Me. | KPDN, Pampa, Tex. | WWSW, Pittsburgh |
| *WIBM, Jackson, Mich. | KEYS, Corpus Christi, Tex. | WBRW, Welch, W. Va. |
| *WJBK, Detroit | WMIN, Minneapolis-St. Paul | WRRF, Washington, N. C. |
| WGES, Chicago | WBNX, New York City | WINX, Washington, D. C. |
| WSBC, Chicago | WDAS, Philadelphia | WLBB, New York |
| KONO, San Antonio, Tex. | | |

R. C. FOSTER

Boston 16—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: Gertrude Saxe.

Exclusive New England Representation

| | | |
|--------------------------|-------------------------|-------------------------|
| WDR, Hartford | WESX, Salem, Mass. | WSYB, Rutland, Vt. |
| WLAW, Lawrence, Mass. | WABI, Bangor, Me. | WPRO, Providence, R. I. |
| WNBH, New Bedford, Mass. | WGAN, Portland, Me. | WNEW, New York City |
| WELL, New Haven | WMUR, Manchester, N. H. | WAGM, Presque Isle, Me. |

Non-Exclusive Representation

| | | |
|--------------------------|--------------------------|---------------------------|
| *WNLC, New London, Conn. | *WHA1, Greenfield, Mass. | *WBRK, Pittsfield, Mass. |
| *WSAR, Fall River, Mass. | *WPEN, Philadelphia | *WATR, Waterbury, Conn. |
| *WRDO, Augusta, Me. | *WCOU, Lewiston, Me. | *WMAA, Springfield, Mass. |

(Continued on page 224)

SAY, LET US GIVE YOU THE DOPE ON RADIO AND MARKETS IN THE SOUTHWEST



TAYLOR-HOWE-SNOWDEN
Radio Sales

REPRESENTING

K A D A—Ada, Oklahoma
K B I X—Muskogee, Oklahoma
K F D M—Beaumont, Texas
K F Y O—Lubbock, Texas
K G F F—Shawnee, Oklahoma
K G N C—Amarillo, Texas
K R G V—Weslaco, Texas
K R M D—Shreveport, Louisiana
K T O K—Oklahoma City, Oklahoma
K T S A—San Antonio, Texas
K V S O—Ardmore, Oklahoma
LONE STAR CHAIN
OKLAHOMA NETWORK

OFFICES

GENERAL OFFICES: Amarillo, Texas, Radio Bldg.; Telephone: 4242; General Manager: Alex Keese.
NEW YORK 18: 19 West Forty-Fourth Street; Telephone: Murray Hill 2-2485; Manager: Jack Keasler.
CHICAGO 1: 360 North Michigan Avenue; Telephone: State 5260; Manager: Tom Peterson.
DALLAS 1: 805 Tower Petroleum Bldg.; Telephone: Riverside 5663; Manager: Clyde Melville.
PORTLAND 5: Studio Bldg.; Telephone: Beacon 4107.
HOLLYWOOD: 6362 Hollywood Boulevard; Telephone: Granite 6113; Manager: Homer Griffith.
SAN FRANCISCO: 681 Market Street; Telephone: Garfield 5512.
SEATTLE: 2101 Smith Tower; Telephone: Elliott 7417.

Ours is a specialized knowledge of the Great Southwest, of its people, its climate, its productivity, its industry, its peculiarities, and most important of all, its broadcasting facilities and effective coverages. When *results* are expected, our southwestern flavored thinking will season your every program and plan.

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 222]

FREE & PETERS, Inc.

Chicago 1—180 No. Michigan Ave. Tel.: Franklin 6373. Mgr.: James L. Free.
New York City 22—414 Madison Ave. Tel.: Plaza 5-4130. Mgr.: H. Preston Peters.
San Francisco 4—111 Sutter St. Tel.: Sutter 4333. Mgr.: A. Leo Bowman.
Hollywood 28—6331 Hollywood Blvd. Tel.: 2151. Mgr.: Hal W. Hoag.
Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.

Represents

| | | |
|-------------------------|----------------------------|----------------------------|
| WGR, Buffalo, N. Y. | KDAL, Duluth | WAVE, Louisville |
| WKBW, Buffalo, N. Y. | WKZO, Kalamazoo, Mich. | KOMA, Oklahoma City |
| WCKY, Cincinnati | WTCN, Minneapolis-St. Paul | KTUL, Tulsa Okla. |
| WOC, Davenport, Ia. | WBBD, Peoria, Ill. | KOIN, Portland, Ore. |
| WHO, Des Moines | KSD, St. Louis | KOB, Albuquerque, N. M. |
| KMA, Shenandoah, Ia. | WFBL, Syracuse | KIRO, Seattle |
| WDAY, Fargo, N. D. | WCSB, Charleston, S. C. | WCBM, Baltimore |
| KMBC, Kansas City | WIS, Columbia, S. C. | KRIS, Corpus Christi, Tex. |
| WISH, Indianapolis | WPTF, Raleigh, N. C. | KXYZ, Houston |
| KFAR, Fairbanks, Alaska | WDDJ, Roanoke, Va. | |

W. S. GRANT CO.

San Francisco—582 Market St. Tel.: Exbrook 6685. Mgr.: W. S. Grant.
Los Angeles—412 W. 6th St. Tel.: Vandyke 6341. Mgr.: C. J. Evanson.
New York—366 Madison Ave. Tel.: Murray Hill 3-8865. Mgr.: Phil Broderick.
Chicago—540 N. Michigan Ave. Tel.: Delaware 1055. Mgr.: Frank Back.

Exclusive Representation McClung Stations

| | | |
|------------------------|---------------------------|-----------------------------|
| KVCV, Redding, Cal. | *KTKC, Visalia, Cal. | KOOS, Marshfield, Ore. |
| KTRB, Modesto, Cal. | KPJI, Klamath Falls, Ore. | KLBM, La Grande, Ore. |
| KHSL, Chico, Cal. | KPMC, Bakersfield, Cal. | KBKJ, Baker, Ore. |
| KMYC, Marysville, Cal. | KHUB, Watsonville, Cal. | KVEC, San Luis Obispo, Cal. |
| KYOS, Merced, Cal. | KVDE, Santa Ana, Cal. | KVAN, Vancouver, Wash. |

HOMER GRIFFITH CO.

Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: R. J. Bidwell.
Portland 5, Ore.—Studio Bldg. Tel.: Beacon 1009.

Represents

| | | |
|-------------------------|--------------------------|-----------------------|
| *KJBS, San Francisco | *KTFI, Twin Falls, Idaho | KFNF, Shenandoah, Ia. |
| *KSRO, Santa Rosa, Cal. | *KSEI, Pocatello, Idaho | *WIRE, Indianapolis |
| KTRB, Modesto, Cal. | *KPOW, Powell, Wyo. | *WKOK, Sunbury, Pa. |
| KENO, Las Vegas, Nevada | *KWOY, Sheridan, Wyo. | KBND, Bend, Ore. |
| *KWJJ, Portland, Ore. | KPOD, Anchorage, Alaska | *KSLM, Salem, Ore. |
| *KMED, Medford, Ore. | *KDFN, Casper, Wyo. | KWRC, Pendleton, Ore. |
| *KWIL, Albany, Ore. | KVRS, Rock Springs, Wyo. | KORE, Eugene, Ore. |
| *KODL, The Dalles, Ore. | KGEZ, Kalispell, Mont. | |

HEADLEY-REED CO.

New York City—405 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 4675. Mgr.: Barry H. Keit.
Atlanta—Glenn Bldg. Tel.: Walnut 1636. Mgr.: E. W. Sweatman, Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 1265. Mgr.: Ralph Mitchell.

Represents

| | | |
|----------------------------|---------------------------|---------------------------------|
| *WSGN, Birmingham, Ala. | WFAS, White Plains, N. Y. | WSAM, Saginaw, Mich. |
| WSFA, Montgomery, Ala. | KMMJ, Grand Island, Neb. | WAGF, Dothan, Ala. |
| *WNBC, Hartford, Conn. | WFMJ, Youngstown, O. | WAGA, Atlanta |
| WROK, Rockford, Ill. | WFBG, Altoona, Pa. | WLOK, Lima, O. |
| KFEQ, St. Joseph, Mo. | WJAC, Johnstown, Pa. | WELI, New Haven |
| WSOC, Charlotte, N. C. | WAPQ, Chattanooga, Tenn. | WDAK, Columbus, Ga. |
| WTHI, Baltimore | WGAC, Augusta, Ga. | KSO, Des Moines |
| KANS, Wichita, Kans. | WSAN, Allentown, Pa. | KILO, Grand Forks, N. D. |
| WSJS, Winston-Salem, N. C. | WALA, Mobile, Ala. | WSAR, Fall River, Mass. |
| WBAB, Atlantic City, N. J. | WJW, Cleveland, O. | WMIT (FM), Winston-Salem, N. C. |
| WHLN, Niagara Falls, N. Y. | WKNE, Keene, N. H. | |
| WKIP, Poughkeepsie, N. Y. | WFTL, Miami | |

GEORGE P. HOLLINGBERY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-9447. Mgr.: F. E. Spencer Jr.
Atlanta—Healy Bldg. Tel.: Walnut 3856. Mgr.: M. P. Martin.
San Francisco—300 Montgomery St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

| | | |
|---------------------------|--------------------------|------------------------|
| WHAM, Rochester, N. Y. | KSCJ, Sioux City, Ia. | WEAU, Eau Claire, Wis. |
| WEBC, Duluth, Minn. | WBIG, Greensboro, N. C. | WEEU, Reading, Pa. |
| WADC, Akron, O. | *WIOD, Miami | WJBO, Baton Rouge, La. |
| WTMA, Charleston, S. C. | WBCM, Bay City, Mich. | KTSM, El Paso, Tex. |
| WAAF, Chicago | KOVH, Omaha | WARM, Scranton, Pa. |
| *WSPR, Springfield, Mass. | KVI, Tacoma, Wash. | WRDW, Augusta, Ga. |
| WRBN, Lawrence, Kan. | WPDQ, Jacksonville, Fla. | WIP, Philadelphia |
| WSAV, Savannah, Ga. | *WHIO, Dayton, O. | KGBX, Springfield, Mo. |
| WSPA, Spartanburg, S. C. | WJDX, Jackson, Miss. | KPHI, Wichita, Kan. |
| WWJ, Detroit | | |

HAL HOLMAN CO.

Chicago 1—360 N. Michigan Ave. Tel.: State 5262.
New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986.

Represents

| | | |
|----------------|--------------------|-----------------------|
| *WJBK, Detroit | WKMO, Kokomo, Ind. | *WIBM, Jackson, Mich. |
|----------------|--------------------|-----------------------|

(Continued on page 226)

To men who are planning...

DISTRIBUTION IN THE WEST

we can help you...

Radio homes in this area increased from 36,750 in 1943 to 43,200 in 1944. Increase 20%.

A lifetime spent in the west (17 years in radio) has made us a part of its people. Extensive travel has taught us how they live, the crops they raise, the Radio Stations they listen to, the programs they like. We know the Station Managers, the markets they serve, the extent of their audience. We have these facts available to you.

write or wire—

Homer Griffith Company
radio station representatives
6362 Hollywood Blvd. Hollywood 28, Calif.

"We know the West; We sell the West"

HEADLEY-REED COMPANY
Radio Station Representatives

NEW YORK

CHICAGO

DETROIT

ATLANTA

SAN FRANCISCO

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 224]

†THE KATZ AGENCY

New York City 18—500 Fifth Ave. Tel.: Wisconsin 7-8620. Sales Mgr.: George Brett.
Chicago 1—307 No. Michigan Ave. Tel.: Central 4006. Mgr.: Gerald H. Gunst.
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: William Bailey.
Atlanta 3—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas 1—Republic Bank Bldg. Tel.: Central 7936. Mgr.: Frank Brimm.
San Francisco 5—Monadnock Bldg. Tel.: Sutter 7434. Mgr.: Richard S. Railton.
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Thomas Ray.

Represents

| | | |
|----------------------------|-------------------------|----------------------------|
| WGST, Atlanta | WDAE, Tampa, Fla. | WKY, Oklahoma City |
| KGHL, Billings, Mont. | WTAD, Quincy, Ill. | WTOC, Savannah, Ga. |
| WMT, Cedar Rapids-Waterloo | KLZ, Denver | WSPD, Toledo, O. |
| WCFL, Chicago | KRNT, Des Moines | *WLAW, Lawrence, Mass. |
| WKRC, Cincinnati | KGU, Honolulu | WOL, Washington, D. C. |
| KVOR, Colorado Springs | WFIL, Philadelphia | WCOP, Boston |
| WNAX, Yankton, S. D. | KLRA, Little Rock, Ark. | WHOM, New York-Jersey City |
| WISN, Milwaukee | WMAZ, Macon, Ga. | WVNC, Asheville, N. C. |
| KUTA, Salt Lake City | WREC, Memphis, Tenn. | WSIX, Nashville |
| WFBM, Indianapolis | WWL, New Orleans | |
| WCAE, Pittsburgh | | |

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: James McLoughlin.
Seattle, Wash.—Douglas Bldg. Tel.: Elliott 3300. Mgr.: R. G. Chastam.

Special regional representation of Oregon, Washington and Idaho stations

| | | |
|----------------------------|-------------------------|--------------------------|
| *KAST, Astoria, Ore. | *KLBM, LaGrande, Ore. | *KMO, Tacoma, Wash. |
| KRNR, Roseburg, Ore. | KWRC, Pendleton, Ore. | KVOS, Bellingham, Wash. |
| *KFJI, Klamath Falls, Ore. | *KODL, The Dalles, Ore. | *KPQ, Wenatchee, Wash. |
| *KSLM, Salem, Ore. | *KWIL, Albany, Ore. | *KIT, Yakima, Wash. |
| *KOOS, Marshfield, Ore. | *KIDO, Boise, Ida. | *KUJ, Walla Walla, Wash. |
| *KBND, Bend, Ore. | KRLC, Lewiston, Ida. | *KOL, Seattle, Wash. |
| *KBRK, Baker, Ore. | KWLK, Longview, Wash. | *KHO, Spokane, Wash. |
| *KORE, Eugene, Ore. | *KELA, Centralia, Wash. | *KGA, Spokane, Wash. |
| KMED, Medford, Ore. | *KGY, Olympia, Wash. | *KIEM, Eureka, Cal. |
| KUIN, Grants Pass, Ore. | *KXRO, Aberdeen, Wash. | |

JOSEPH HERSHEY MCGILLVRA, Inc.

New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Joseph H. McGillvra.
Chicago—35 E. Wacker Dr. Tel.: State 5282. Mgr.: Jack Kamsler.
Los Angeles—448 S. Hill St. Tel.: Michigan 0921. Mgr.: Forrest Pearson.
San Francisco—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.

Represents

| | | |
|---------------------------|--------------------------|--------------------------|
| KPAS, Los Angeles | *WOV, New York City | KIT, Yakima |
| KLX, Oakland, Cal. | WSAY, Rochester, N. Y. | KGHF, Pueblo, Colo. |
| KROY, Sacramento, Cal. | KLO, Ogden, Utah | KOME, Tulsa, Okla. |
| KVOD, Denver | KOVO, Provo, Utah | WBML, Macon, Ga. |
| WBRY, Waterbury, Conn. | WSYB, Rutland, Vt. | KNOE, Monroe, La. |
| WNOE, New Orleans, La. | KPQ, Wenatchee, Wash. | KVNU, Logan, Utah |
| WMEV, Boston | WGKV, Charleston, W. Va. | KVRS, Rock Springs, Wyo. |
| WLAV, Grand Rapids, Mich. | KEUB, Price, Utah | KFIO, Spokane |
| KCMO, Kansas City, Mo. | KPAC, Port Arthur, Tex. | KID, Idaho Falls, Ida. |
| | KMO, Tacoma | |

Canadian Stations Represented

| | | |
|-------------------------|----------------------------|------------------------|
| CJCF, Calgary, Alta. | CFOS, Owen Sound, Ont. | CJBR, Rimouski, Que. |
| CFAR, Flin Flon, Man. | CKTB, St. Catharines, Ont. | CHOV, Pembroke, Ont. |
| CKCW, Moncton, N. B. | CKRM, Regina, Sask. | CFBR, Brockville, Ont. |
| CJGY, Yorkton, Sask. | KLW, Windsor, Ont. | CJRL, Kenora, Ont. |
| CHSJ, Saint John, N. B. | CHLP, Montreal, Que. | CJCH, Halifax, N. S. |
| CFPL, London, Ont. | CHNC, New Carlisle, Que. | CFCO, Ottawa, Ont. |

Mexican Stations Represented

XEW, Mexico City XEQ, Mexico City

†J. P. MCKINNEY & SON

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Norbert L. O'Brien.
Chicago 11—400 No. Michigan Ave. Tel.: Superior 9866.
San Francisco 5—681 Market St. Tel.: 5512.
Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 9596.

Represents

| | | |
|---------------------|-------------------------|----------------------|
| WENY, Elmira, N. Y. | WRAC, Williamsport, Pa. | WHDL, Olean, N. Y. |
| WABY-WOKO, Albany | WTHT, Hartford, Conn. | WDAN, Danville, Ill. |
| | WHEC, Rochester, N. Y. | |

(Continued on page 228)

REGIONAL RADIO SALES CO.



RADIO STATION REPRESENTATIVES

360 NORTH MICHIGAN AVENUE, CHICAGO

OFFICES

HOLLYWOOD · SAN FRANCISCO · SEATTLE

MYLES JOHNS · GEORGE CLIFFORD

KEEPING PACE

Stations Represented by THE KATZ AGENCY, INC.

| | | | Power | Frequency | Network |
|-------|-------------------------|-------|----------|-----------|---------|
| Ark. | Little Rock | KLRA | 10000w † | 1010 kc. | CBS |
| Colo. | Denver | KLZ | 5000w | 560 kc. | CBS |
| | Colo. Spgs. | KVOR | 1000w | 1300 kc. | CBS |
| D. C. | Washington | WOL | 1000w | 1260 kc. | MBS |
| Fla. | Tampa | WDAE | 5000w | 1250 kc. | CBS |
| Ga. | Atlanta | *WGST | 5000w † | 920 kc. | CBS |
| | Macon | *WMAZ | 5000w | 940 kc. | CBS |
| | Savannah | *WTOC | 5000w | 1290 kc. | CBS |
| T. H. | Honolulu | KGU | 2500w | 760 kc. | NBC |
| Ill. | Chicago | WCFL | 10000w | 1000 kc. | NBC |
| | Quincy | WTAD | 1000w | 930 kc. | CBS |
| Ind. | Indianapolis | WFBM | 5000w | 1260 kc. | CBS |
| Iowa | Cedar Rapids | †WMT | 5000w | 600 kc. | CBS |
| | Waterloo | | | | |
| | Des Moines | †KRNT | 5000w | 1350 kc. | CBS |
| | Sioux City | | | | |
| | Yankton, S.D. | †WNAX | 5000w | 570 kc. | CBS |
| La. | New Orleans | WWL | 50000w | 870 kc. | CBS |
| Mass. | Boston | WCOP | 500w | 1150kc. | |
| | Lawrence | WLAW | 5000w | 680 kc. | CBS |
| Mont. | Billings | KGHL | 5000w | 790 kc. | NBC |
| N. Y. | New York | | | | |
| | Jersey City, N.J. . . . | WHOM | 1000w † | 1480 kc. | |
| N. C. | Asheville | WWNC | 1000w | 570 kc. | CBS |
| Ohio | Cincinnati | WKRC | 5000w † | 550 kc. | MBS |
| | Toledo | WSPD | 5000w | 1370 kc. | NBC |
| Okla. | Oklahoma City | WKY | 5000w | 930 kc. | NBC |
| Pa. | Philadelphia | WFIL | 1000w | 560 kc. | BLU |
| | Pittsburgh | WCAE | 5000w | 1250 kc. | MBS |
| Tenn. | Memphis | WREC | 5000w | 600 kc. | CBS |
| | Nashville | WSIX | 5000w | 980 kc. | BLU |
| Utah | Salt Lake City | KUTA | 5000w | 570 kc. | BLU |
| Wis. | Milwaukee | WISN | 5000w | 1150 kc. | CBS |

† The Mid-States Group.

* The Georgia Major Market Trio.

‡ 5000 watts night
 † 1000 watts night
 ‡ 500 watts night

ONLY a large mobile organization, working under experienced direction, can keep pace with the ever-changing problems in the national field.

26 Katz Agency salesmen, operating out of eight strategically located offices, give complete coverage of all points where national advertising originates.

Good salesmen, backed by skillful research and sales material, are *better* salesmen.

The Katz Agency maintains a separately staffed Research and Sales Promotion Department which coordinates the sales information of all Katz offices and increases the sales-power of each individual salesman.

Advertisers and agencies have learned to rely on Katz Agency Data.

THE KATZ AGENCY, INC.

National Advertising Representatives Since 1888

NEW YORK
 CHICAGO
 DETROIT

LOS ANGELES
 SAN FRANCISCO

ATLANTA
 DALLAS
 KANSAS CITY

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 226)

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York City—30 Rockefeller Plaza. Tel.: Circle 7-8300. Nat'l. Mgr.: J. V. McConnell.
 Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton. Asst. Mgrs.: W. O. Tilenius, W. C. Roux.
 Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
 Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
 Denver—1625 California St. Tel.: Main 6211. Mgr.: James R. MacPherson.
 Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Don Norman.
 San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Mgr.: Carl Nielsen.
 Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: Mahlon Glascock.

Represents

| | | |
|--------------------------|--------------------|------------------|
| WEAF, New York City | WMAQ, Chicago | WRC, Washington |
| WBZ, Boston | WTAM, Cleveland | KDKA, Pittsburgh |
| WBZA, Springfield, Mass. | KYW, Philadelphia | WGY, Schenectady |
| WOWO, Fort Wayne, Ind. | KPO, San Francisco | KOA, Denver |

NORTHWEST RADIO ADVERTISING CO.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska *KTKN, Ketchikan, Alaska

JOHN E. PEARSON CO.

Chicago—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
 New York City—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.
 Kansas City—Dierks Bldg. Tel.: Grand 2144. Mgr.: Owen H. Balch.

Represents

| | | |
|----------------------------|----------------------------|------------------------|
| KWTO, Springfield, Mo. | WCMI, Ashland, Ky. | KRBC, Abilene, Tex. |
| KDTH, Dubuque, Ia. | WLAP, Lexington, Ky. | KBST, Big Spring, Tex. |
| *WIND, Gary, Ind. | KWLM, Willmar, Minn. | KPLT, Paris, Tex. |
| WLOL, Minneapolis-St. Paul | KWNO, Winona, Minn. | KGKL, San Angelo, Tex. |
| KLCN, Blytheville, Ark. | WEW, St. Louis | KCMC, Texarkana, Tex. |
| WHEL, Sheboygan, Wis. | *WIRE, Indianapolis | WBR, Knoxville, Tenn. |
| WCAR, Pontiac, Mich. | KSAL, Salina, Kan. | KRRY, Sherman, Tex. |
| WLAK, Lakeland, Fla. | WAOV, Vincennes, Ind. | KTEM, Temple, Tex. |
| *WOV, New York | Southern Minnesota Network | KGKB, Tyler, Tex. |
| KCMO, Kansas City | WKRO, Cairo, Ill. | KVWC, Vernon, Tex. |
| WINK, Fort Myers, Fla. | KFVS, Cape Girardeau, Mo. | KFDA, Amarillo, Tex. |
| WSPB, Sarasota, Fla. | KWOC, Poplar Bluff, Mo. | KVGB, Great Bend, Kan. |
| KCRC, Enid, Okla. | KHMO, Hannibal, Mo. | |
| KOAM, Pittsburg, Kan. | | |

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
 Chicago—228 No. LaSalle St. Tel. State 5096. Mgr.: Fred R. Jones.

Represents stations in

| | | |
|----------------|--------------------|--------------|
| Alaska | Dominican Republic | Panama |
| Argentina | Ecuador | Paraguay |
| Bolivia | El Salvador | Peru |
| British Guiana | Guatemala | Puerto Rico |
| Chile | Haiti | Uruguay |
| Columbia | Honduras | Venezuela |
| Costa Rica | Nicaragua | Newfoundland |

†JOHN H. PERRY ASSOCIATES

New York City 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
 Philadelphia 7—12 S. 12th St. Tel.: Walnut 8555. Mgr.: Robert Hitchings.
 Chicago 3—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
 Detroit 2—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
 Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

Represents

WCOA, Pensacola, Fla. WTMC, Ocala, Fla. WDLF, Panama City, Fla.
 WJHP, Jacksonville, Fla.

EDWARD PETRY & CO., Inc.

New York City—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
 Chicago—400 No. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
 Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
 San Francisco 4—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
 Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
 St. Louis—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

| | | |
|-------------------------|-------------------------|--------------------------|
| Yankee Network | KFOR, Lincoln, Nebr. | KFAB, Lincoln, Neb. |
| WSB, Atlanta | KGA, Spokane | KGKO, Fort Worth |
| WNAC, Boston | WBA, Baltimore | Texas Quality Network |
| WAAB, Worcester | KABK, Little Rock, Ark. | WEAN, Providence |
| WICC, Bridgeport, Conn. | KFI, Los Angeles | WRNL, Richmond |
| WBEN, Buffalo, N. Y. | WHAS, Louisville | KSL, Salt Lake City |
| WGAR, Cleveland | WLLH, Lowell, Mass. | WOAI, San Antonio |
| WFAA, Dallas | WTMJ, Milwaukee | KOMO, Seattle |
| WBAP, Fort Worth | KSTP, St. Paul | KHQ, Spokane, Wash. |
| WJR, Detroit | WSM, Nashville | WMAJ, Springfield, Mass. |
| KPRC, Houston | WSMB, New Orleans | KVOO, Tulsa, Okla. |
| WDAF, Kansas City | WTAR, Norfolk | KFH, Wichita, Kan. |
| WAGE, Syracuse, N. Y. | KOIL, Omaha | KQW, San Francisco |
| KARM, Fresno, Cal. | KGW, Portland, Ore. | KTBS, Shreveport, La. |

(Continued on page 230)

Spot Sales, inc.

LOREN L. WATSON
 NEW YORK
 400 MADISON AVENUE
 ELdorado 5-5040

CHICAGO

360 N. MICHIGAN AVENUE
 FRAnklin 8520

KANSAS CITY

SCARRITT BLDG.
 HArrison 1161

SAN FRANCISCO

THIRD & MARKET STREETS
 EXbrook 3558

HOLLYWOOD

HOLLYWOOD BLVD. & COSMO ST.
 HOLlywood 8318

WSMB

*The NBC Station
 Serving*

The New Orleans Market

WSMB, through an affiliation with
 KVOL, Lafayette and KPLC, Lake
 Charles offers complete coverage of
 South Louisiana.

WSMB

1350 KC 5000 W

NEW ORLEANS

NATIONAL REPS: EDWARD PETRY & CO.

IF it's *Spot* RADIO

 *Call Me Gillora*

These Stations in these Markets are your Best Dollar Values

WMEX—Boston

The Hub's only full-time independent station—5000 watts.

WGKV—Charleston—NBC-Blue-Mutual

Carries all top-flight NBC programs, supplemented by selected Blue and Mutual features. Charleston's most popular station.

KVOD—Denver—Blue

Blue's popular outlet in Denver—check our Hoopers—second largest coverage—best dollar value on cost, coverage and popularity.

CKLW—Detroit—Mutual

Second largest coverage of retail sales area of over a billion and a half dollars annually. Exclusive programs carried by no other station in entire primary.

WLAV—Grand Rapids—Blue and Mutual

WLAV does a job in Metropolitan Grand Rapids at lowest cost while western rural Michigan is best covered by Chicago stations. Please check Hooper Survey just completed.

KCMO—Kansas City—Blue

One of Kansas City's three full-time stations. Has best availabilities in market today and has first acceptance with national drug advertisers.

KPAS—Los Angeles

Our 10,000 watts directional north and south gives the third largest coverage of all stations in Southern California and our low rates give the lowest cost per 1000 potential radio homes.

WBML—Macon—Blue and Mutual

If you have a sales problem, please check WBML's popularity from current Hooper Surveys in comparison to cost.

WNOE—New Orleans—Mutual

Covers 25% Louisiana's population—50% Louisiana's drug sales! Best dollar value for Metropolitan New Orleans.

KNOE—Monroe, La.—NBC

Presents radio's most popular programs to Louisiana's third largest market.

KLX—Oakland

First in news, sports and special features with a consistently huge audience in Oakland Bay area.

KPAC—Port Arthur-Beaumont—Mutual

Excellent coverage of important Port Arthur-Beaumont-Orange latest ration-book population figures of 1,157,000!

KGHF—Pueblo—Blue

The only station in rapidly growing Pueblo, Colorado's second largest market.

WSAY—Rochester—Blue and Mutual

Has best availabilities at low cost for this large three-station market. Now breaking ground for 1,000 watts power.

WSYB—Rutland—Mutual and Yankee

Covers Vermont's second largest market both retail and wholesale trading areas and has no competition.

KROY—Sacramento—Columbia Basic

Sacramento's most popular station as evidenced by the fact that we carry over twice as many hours of network commercials per week as does our competition.

KLO—Salt Lake City and Ogden—Mutual

Offers best coverage of Utah's two largest markets. Also key station of Intermountain Network.

KFIO—Spokane—Mutual

Effectively reaches the Spokane market at the lowest cost per listener.

KMO—Tacoma—Mutual

Most popular of the three Tacoma stations. Check Hooper. Also no Seattle radio campaign complete without the inclusion of KMO.

KOME—Tulsa—Blue and Mutual

Best dollar value in Tulsa on basis of cost and popularity. Please check our recent Hooper.

WBRY—Waterbury—Columbia

Very popular in this busy, prosperous, thickly-settled area.

KPQ—Wenatchee—Blue

Fills the wide gap between Seattle and Spokane. Check the returns per 1,000 radio homes of Blue Network advertisers in the northwest as KPQ is usually lowest cost per 1,000 radio homes on the Blue Northwest Group.

KIT—Yakima—Mutual

Blankets trading area of 153,000 in central Washington. Wire available from Tacoma and Seattle at no cost.

UTAH—Intermountain Network Coverage

Keyed by KLO, Ogden-Salt Lake, Network includes KID, Idaho Falls, Idaho, KVNU, Logan, Utah, KEUB, Price, Utah, KOVO, Provo, Utah, and KQRS, Rock Springs, Wyoming. Six Mutual stations delivering an audience a half again as great as that of Salt Lake City, plus bonus coverage in the city itself. Covers major portion of Utah, Idaho and southwestern Wyoming.

JOSEPH HERSHEY McGILLVRA, Inc.

ASSOCIATE MEMBER—NATIONAL ASSOCIATION OF BROADCASTERS

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

CHICAGO, 1
35 East Wacker Drive
State 5282

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 13
448 South Hill Street
Michigan 0921

Directory of BROADCASTING STATION REPRESENTATIVES

(Continued from Page 228)

RADIO ADVERTISING CO.

New York City 17—521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgr.: Louis J. F. Moore, John Mayo.
Chicago 1—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: M. J. McGeehan.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr. Robert B. Rains.
Los Angeles 14—707 S. Hill St. Tel.: Van Dyke 1901. Mgr.: J. Leslie Fox.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents

| | | |
|----------------------|-----------------------------|-------------------|
| WCLE, Cleveland | KROC, Rochester, Minn. | WHKK, Akron |
| WHKC, Columbus, O. | WEST, Easton, Pa. | WKAT, Miami Beach |
| WTOL, Toledo, O. | WAZL, Hazelton, Pa. | WAAT, Newark |
| WMBS, Uniontown, Pa. | WJNO, West Palm Beach, Fla. | |

RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

Chicago—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith.
New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
Los Angeles—Columbia Square. Tel.: Hollywood 2-1820. Mgr.: Meredith R. Pratt.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: O. G. Morby.
Charlotte—Wilder Bldg. Tel.: 3-8838. Mgr.: Royal Penny.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Kinglep.

Represents

| | | |
|--------------------------|-----------------------|-------------------------|
| WABC, New York City | KNX, Los Angeles | WCCO, Minneapolis |
| WBBM, Chicago | KMOX, St. Louis | WEEL, Boston |
| WTOP, Washington | WBT, Charlotte, N. C. | WAPI, Birmingham, Ala. |
| CBS, New England Network | CBS, Pacific Network | CBS, California Network |

WILLIAM G. RAMBEAU CO.

Chicago—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York City—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: Paul S. Wilson.
Hollywood—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

| | | |
|-------------------------|-------------------------|-----------------------------|
| WJAS, Pittsburgh | KMYR, Denver | *WHN, New York |
| WIL, St. Louis | *KTKC, Visalia, Cal. | KFUN, Las Vegas, N. M. |
| KFWB, Los Angeles | WATR, Waterbury, Conn. | WNHC, New Haven, Conn. |
| *KJBS, San Francisco | WDGY, Minneapolis | WTSP, St. Petersburg, Fla. |
| WDSM, Superior-Duluth | WHEB, Portsmouth, N. H. | WLO, Janesville, Wis. |
| KBON, Omaha | WJTN, Jamestown, N. Y. | KBIZ, Ootumwa, Ia. |
| KBUR, Burlington, Ia. | WFCL, Pawtucket, R. I. | *WNRH, New Bedford, Mass. |
| WNAB, Bridgeport, Conn. | WJEJ, Hagerstown, Md. | *WOCB, West Yarmouth, Mass. |
| WRAW, Reading, Pa. | KEVR, Seattle | WTAW, College Station, Tex. |
| WBHQ, Memphis | KFMB, San Diego | |

PAUL H. RAYMER CO.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 4475. Mgr.: Walter I. Tenney.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.
Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr.: Robert B. Rains.

Represents

Michigan Radio Network, McClatchy Beehline, Arizona Broadcasting Co., Tri Penn Group

| | | |
|---------------------------|-------------------------------|---------------------------|
| WPHO, Providence | KFBK, Sacramento, Cal. | WDEL, Wilmington, Del. |
| KWK, St. Louis | KERN, Bakersfield, Cal. | KFSD, San Diego, Cal. |
| WSYR, Syracuse, N. Y. | KMJ, Fresno, Cal. | WSBT, South Bend, Ind. |
| WTRY, Troy, N. Y. | KWG, Stockton, Cal. | WGAN, Portland, Me. |
| WRVA, Richmond, Va. | WCAO, Baltimore | WHK, Cleveland |
| WLAC, Nashville, Tenn. | WBRC, Birmingham, Ala. | KEX, Portland, Ore. |
| WDRG, Hartford, Conn. | WOD, Chattanooga, Tenn. | WTAG, Worcester, Mass. |
| KTAR, Phoenix, Ariz. | WXYZ, Detroit | KJR, Seattle |
| KVOA, Tucson, Ariz. | WOOD, Grand Rapids, Mich. | KWFT, Wichita Falls, Tex. |
| KTMS, Santa Barbara, Cal. | *WCAU, Philadelphia (Pacific) | KXO, El Centro, Cal. |
| WKBN, Youngstown, O. | WKBO, Harrisburg, Pa. | WJJD, Chicago |
| KMPC, Los Angeles | WGAL, Lancaster, Pa. | WSAI, Cincinnati |
| KOH, Reno, Nev. | WORK, York, Pa. | WINS, New York |

REGIONAL RADIO SALES CO.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6595. Mgr.: Myles H. Johns;
Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: R. J. Bidwell.
Seattle—Smith Tower. Tel.: Elliott 7417. Mgr.: Robert S. Nichols.

Represents

| | | |
|---------------------|-----------------------------|-----------------------|
| WOSH, Oshkosh, Wis. | WOMT, Manitowac, Wis. | KVOX, Moorhead, Minn. |
| | KGDE, Ferguson Falls, Minn. | |

VIRGIL REITER & CO.

Chicago—400 No. Michigan Ave. Tel.: Superior 5072. Mgr.: Virgil Reiter.

Represents

| | |
|------------------------------------|------------------------------------|
| *WCAU, Philadelphia (Chicago only) | *WIBX, Utica, N. Y. (Chicago only) |
|------------------------------------|------------------------------------|

SEARS & AYER, Inc.

Chicago—612 No. Michigan Ave. Tel.: Superior 8177. B. H. Sears; A. T. Sears.
New York City—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P. Joseph Bogner.
Kansas City—15 W. 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.
Hollywood—6862 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 6612. Mgr.: Ralph J. Bidwell.
Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: James McDoughlin.
Seattle—Douglas Bldg. Tel.: Elliot 3300. Mgr.: R. G. Chastain.

Represents

| | | |
|---------------------------|---------------------------|---------------------------|
| WJBY, Gadsden, Ala. | WPAD, Paducah, Ky. | WLAY, Muscle Shoals, Ala. |
| WHBB, Selma, Ala. | WHOP, Hopkinsville, Ky. | WJBC, Bloomington, Ill. |
| WKEU, Griffin, Ga. | WSON, Henderson, Ky. | WHDF, Calumet, Mich. |
| WTMV, E. St. Louis, Ill. | WCGM, Gulfport, Miss. | WJMS, Ironwood, Mich. |
| WCBS, Springfield, Ill. | WMOB, Mobile, Ala. | WATW, Ashland, Wis. |
| KTSW, Emporia, Kan. | WBTA, Batavia, N. Y. | WFOR, Hattiesburg, Miss. |
| KWYO, Sheridan, Wyo. | KORN, Fremont, Neb. | KTTS, Springfield, Mo. |
| WGL, Galesburg, Ill. | KPOW, Powell, Wyo. | *KWFC, Hot Springs, Ark. |
| KWOS, Jefferson City, Mo. | WCBT, Columbus, Miss. | WROX, Clarkdale, Miss. |
| WMBH, Joplin, Mo. | KGFW, Kearney, Neb. | WELO, Tupelo, Miss. |
| WLPN, Suffolk, Va. | Lake Superior Radio Group | WATN, Watertown, N. Y. |
| KDFN, Casper, Wyo. | WHMA, Anniston, Ala. | |

SPOT SALES INC.

New York City—400 Madison Ave. Tel.: Eldorado 5-5040. President: Loren L. Watson.
Chicago—London Guarantees Bldg. Tel.: Franklin 3520. Dist. Mgr.: Fred Wester.
San Francisco—5 Third St. Tel.: Douglas 2536. Dist. Mgr.: John Livingston.
Hollywood—1650 Cosmo St. Tel.: Hollywood 6928. Dist. Mgr.: John Livingston.

Represents

| | | |
|-----------------------|------------------------------------|--------------------------|
| KYA, San Francisco | WRBL, Columbus, Ga. | WSBA, York, Pa. |
| WCOS, Columbia, S. C. | *WLW, Cincinnati (West Coast only) | WGPC, Albany, Ga. |
| WTO, Cumberland, Md. | WHDH, Boston | WSTV, Steubenville, O. |
| KQV, Pittsburgh | WMUR, Manchester, N. H. | KICA, Clovis, N. M. |
| WHJB, Greensburg, Pa. | WTTM, Trenton, N. J. | WCAP, Asbury Park, N. J. |
| WKST, New Castle, Pa. | WIBG, Philadelphia | KINY, Juneau, Alaska |
| WMPS, Memphis, Tenn. | KGER, Long Beach, Cal. | KTKN, Ketchikan, Alaska |
| WMPN, Memphis, Tenn. | WHB, Kansas City | WABI, Bangor, Me. |
| WATL, Atlanta | | |

TAYLOR-HOWE-SNOWDEN RADIO SALES

Amarillo, Tex.—Radio Bldg. Gen. Mgr.: Alex Keese.
New York—19 W. 44th St. Tel.: Murray Hill 2-2485. Mgr.: Jack Keasler.
Chicago—360 N. Michigan Ave. Tel.: State 5260. Mgr.: Tom Peterson.
Dallas—Tower Petroleum Bldg. Tel.: Riverside 5668. Mgr.: Clyde Melville.
Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: Ralph J. Bidwell.
Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: James McDoughlin.
Seattle—Douglas Bldg. Tel.: Elliot 3300. Mgr.: R. G. Chastain.

Represents

| | | |
|-------------------|---------------------|-----------------------|
| KGNC, Amarillo | KTOK, Oklahoma City | KGFF, Shawnee, Okla. |
| KFYD, Lubbock | KFDM, Beaumont | KVSO, Muskogee, Okla. |
| KTSA, San Antonio | KRMD, Brownport | Lone Star Chain |
| KRGV, Las Vegas | KADA, Ada, Okla. | Oklahoma Network |

THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986. Mgr.: Wythe Walker.
Chicago 1—360 N. Michigan Ave. Tel.: State 5262. Mgr.: Hal Homan.
Kansas City 6—15 W. 10th St. Tel.: Victory 0021. Mgr.: William Temple.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

| | | |
|---------------------------|-------------------------|-----------------------------|
| *WABI, Bangor, Me. | KLPM, Minot, N. D. | KRBM, Bozeman, Mont. |
| WOLF, Syracuse, N. Y. | KOTA, Rapid City, S. D. | KXL, Portland, Ore. |
| WBRK, Pittsfield, Mass. | KOCY, Oklahoma City | KFXJ, Grand Junction, Colo. |
| WAB, Winston-Salem, N. C. | KBBS, Harlingen, Tex. | KSEI, Twin Falls, Ida. |
| WSLB, Ogdensburg, N. Y. | KRWD, Brownport, Tex. | KSEI, Pocatello, Ida. |
| WLBC, Muncie, Ind. | KFPY, Spokane, Wash. | Z Network |
| KABR, Aberdeen, S. D. | KGIR, Butte, Mont. | The Tobacco Network |
| WJAG, Norfolk, Neb. | KFFA, Helena, Mont. | |

WEED & CO.

New York City—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed;

Sls. Mgr.: William Reilly
Detroit—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
San Francisco—Hotel Mark Hopkins. Tel.: Yukon 1889. Mgr.: Lincoln P. Simonds.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—6253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.

Represents

| | | |
|----------------------------|------------------------------|--------------------------|
| WMCA, New York | WGBF, Evansville, Ind. | WIZE, Springfield, O. |
| WTIC, Hartford, Conn. | WING, Dayton | Texas State Network |
| WORC, Worcester, Mass. | New England Regional Network | WAKR, Akron, O. |
| *WJAR, Providence, R. I. | work | KVSF, Santa Fe, N. M. |
| *WCSH, Portland, Me. | KGLO, Mason City, Ia. | WACO, Waco, Tex. |
| *WRDO, Augusta, Me. | *KFBF, Great Falls, Mont. | KNOW, Austin, Tex. |
| *WLBZ, Bangor, Me. | WBOV, Terre Haute, Ind. | KABC, San Antonio, Tex. |
| *WEFA, Manchester, N. H. | WAYS, Charlotte, N. C. | KTHT, Houston, Tex. |
| WSUN, St. Petersburg, Fla. | WRAL, Raleigh, N. C. | WEHC, Erie, Pa. |
| WGM, Albuquerque, N. M. | KSFO, San Francisco | WHOT, Anderson, Ind. |
| WTAQ, Green Bay, Wis. | WWDC, Washington, D. C. | WHBU, South Bend, Ind. |
| WRR, Dallas | WMBR, Jacksonville, Fla. | KGGE, Coffeyville, Kan. |
| KFJZ, Fort Worth | WSOY, Decatur, Ill. | KALB, Alexandria, La. |
| WCAX, Burlington, Vt. | WTAJ, Springfield, Ill. | WDEF, Chattanooga, Tenn. |
| WEBR, Buffalo, N. Y. | WSLI, Jackson, Miss. | WKWK, Wheeling, West Va. |
| *WFBC, Greenville, S. C. | WVNY, Watertown, N. Y. | WRAL, Raleigh, N. C. |
| WEOA, Evansville, Ind. | WCOL, Columbus, O. | |

Canadian Stations

| | | |
|----------------------------|---------------------------|-------------------------------|
| CFAC, Calgary, Alta. | CHNS, Halifax, N. S. | CKWS, Kingston, Ont. |
| CJCA, Edmonton, Alta. | CJCB, Sydney, N. S. | CKBI, Prince Albert, Sask. |
| CFGP, Grand Prairie, Alta. | CJKL, Kirkland Lake, Ont. | CHAB, Moose Jaw, Sask. |
| CJOC, Lethbridge, Alta. | CFCH, North Bay, Ont. | CHCK, Regina, Sask. |
| CKOV, Kelowna, B. C. | CKGB, Timmins, Ont. | CFNB, Fredericton, N. B. |
| CIAT, Trail, B. C. | CJCS, Stratford, Ont. | CFCE, Montreal, Que. |
| CKWX, Vancouver, B. C. | CKRC, Winnipeg, Man. | CFYJ, Charlottetown, P. E. I. |
| CJVI, Victoria, B. C. | CKSO, Sudbury, Ont. | CFEX, Peterborough, Ont. |
| CFJC, Kamloops, B. C. | CKOC, Hamilton, Ont. | CKEY, Toronto, Ont. |
| CJLS, Yarmouth, N. S. | | |

(Continued on page 232)

WABC

NEW YORK
50,000 WATTS

WBBM

CHICAGO
50,000 WATTS

KNX

LOS ANGELES
50,000 WATTS

WEEI

BOSTON
5,000 WATTS

KMOX

ST. LOUIS
50,000 WATTS

WTOP

WASHINGTON
50,000 WATTS

RADIO

THE SPOT BROADCASTING DIVISION OF CBS

SALES

WCCO

MINNEAPOLIS-
ST. PAUL
50,000 WATTS

WBT

CHARLOTTE
50,000 WATTS

WAPI

BIRMINGHAM
5,000 WATTS

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
CALIFORNIA
NETWORK**

**COLUMBIA
NEW ENGLAND
NETWORK**

...offers advertisers the most complete and rounded service in ...

- ★ **SPOT BROADCASTING**
- ★ **LOCAL ORIGINATIONS**
- ★ **ANNOUNCEMENTS**
- ★ **MARKET-AUDIENCE DATA**

for the nine major stations and three regional networks listed on this page.



OFFICES: 485 Madison Ave., New York 22 • 410 N. Michigan Ave., Chicago 11 • Columbia Sq., Hollywood 28 • 401 S. 12th Blvd., St. Louis 2 • Palace Hotel, San Francisco 5 • Wilder Bldg., Charlotte 2

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 230]

HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
New York City—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: David F. Crosier.
Hollywood—6862 Hollywood Blvd. Tel.: Granite 6118. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: R. J. Bidwell.

Represents

| | | |
|---------------------------|-------------------------|-------------------------|
| KELO, Sioux Falls, S. D. | WHBF, Rock Island, Ill. | KAVE, Carlsbad, N. M. |
| WHKY, Hickory, N. C. | WIBA, Madison, Wis. | KPHO, Phoenix, Ariz. |
| KROD, El Paso, Tex. | WCOV, Montgomery, Ala. | WAIT, Chicago |
| KSOO, Sioux Falls, S. D. | KRLC, Lewiston, Ida. | WHCU, Ithaca, N. Y. |
| *WDEV, Waterbury, Vt. | *KUJ, Walla Walla | WKBH, La Crosse, Wis. |
| WDNC, Durham, N. C. | *KELA, Centralia, Wash. | WMVA, Martinsville, Va. |
| WDZ, Tuscola, Ill. | *KXRO, Aberdeen, Wash. | WMAM, Marinette, Wis. |
| WJHL, Johnson City, Tenn. | *KGY, Olympia, Wash. | WPAT, Paterson, N. J. |
| WWSR, St. Albans, Vt. | WEMP, Milwaukee | WSAP, Portsmouth, Va. |
| WPIC, Sharon, Pa. | WFMD, Frederick, Md. | WSAU, Wausau, Wis. |
| WSVA, Harrisonburg, Va. | | |

Canadian Stations

| | | |
|------------------------|--------------------------|-----------------------|
| CFCN, Calgary, Alta. | CKMO, Vancouver, B. C. | CKCH, Hull, Que. |
| CFQC, Saskatoon, Sask. | CKFR, Fort William, Ont. | CHLT, Sherbooke, Que. |

HELEN WOOD

New York City 17—551 Fifth Ave. Tel.: Vanderbilt 6-0522. Mgr.: Helen Wood.

Represents

| | |
|--------------------------|---------------------------|
| *WIBX, Utica, N. Y. | WSRR, Stamford, Conn. |
| *WSNY, Schnertady, N. Y. | Connecticut State Network |

ADAM J. YOUNG JR., Inc.

New York 18—11 W. 42nd St. Tel.: Longacre 3-1926. Mgr.: Adam J. Young Jr.
Chicago 2—55 E. Washington St. Tel.: Andover 6448. Mgr.: Robert S. Russell.

Represents

| | | |
|-----------------|---------------|----------------|
| CFRB, Toronto | CKLW, Detroit | CJAD, Montreal |
| CKAC, Montreal | | CHUM, Toronto |
| CJOR, Vancouver | | CKY, Winnipeg |
| | CKX, Brandon | |

Effective April 1: CKCO, Ottawa
CHRC, Quebec CHML, Hamilton

We have instituted a new type of personalized
representative service for a limited number of
good radio stations.

ADAM J. YOUNG Jr.,
INCORPORATED

INDIVIDUAL STATION REPRESENTATION

*WCAU, Philadelphia

New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.
(WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Los Angeles and San Francisco by Paul Raymer Co.)

*WGN, Chicago

New York City—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

WKAQ, San Juan, P. R.

New York City—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Green 9-3800. Mgr.: Leonard Jacob.

*WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 0366. Mgr.: William P. Robinson.
New York City—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.
West Coast—Represented by Spot Sales Inc.

BROADCAST SALES CO.

New York 16—280 Madison Ave. Tel.: Murray Hill 5-2940 Mgr.: Peggy Stone
Chicago 1—360 N. Michigan Ave. Tel.: Randolph 9034. Mgr.: George Roessler.

Represents

WINN, Louisville

HOWARD C. BROWN CO.

Hollywood 28, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY, Melbourne, Australia

New Zealand Commercial Radio Stations

B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)

Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(Representation in the South Only)

*WFBC, Greenville, S. C.

*WALB, Albany, Ga.

DON DAVIS

Kansas City 6—Scarritt Bldg. Tel.: Harrison 1161.
New York City 17—507 Fifth Ave. Tel.: Vanderbilt 6-2550.
Chicago 1—333 No. Michigan Ave. Tel.: Central 7980.
Hollywood 28—5855 Hollywood Blvd. Tel.: Hollywood 6211.

Represents

WHB, Kansas City.

HUMBERTO D. GONZALEZ

New York—220 W. 42nd St. Tel.: Wisconsin 7-1166.

Represents

RHC, Cadena Azul, Havana, Cuba

MELCHOR GUZMAN COMPANY Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.

(Represents stations in Cuba, Mexico, Central and South America)

HOMER HOGAN & CO.

Chicago 11—410 No. Michigan Ave. Tel.: Whitehall 4488. Mgr.: Homer Hogan.

Represents

KWBU, Corpus Christi, Tex.

INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

New York City—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Bloch Jr.

(Represents Co-ops Stations at Yale, Columbia, Cornell, Brown, Williams, Union College, Harvard
N. Alabama, Barnard, Pembroke, Haverford, Bryn Mawr, Maryland, Radcliffe, Stephens College)

NORTH AMERICAN ADVERTISING AGENCY

San Antonio 6, Tex.—Moore Bldg. Tel.: Cathedral 7861. Mgr.: James A. Savage.

Represents

XEG, Monterrey, N. L., Mexico

XERB, Rosarito Beach, B. C., Mexico

†TEXAS DAILY PRESS LEAGUE, Inc.

Chicago—360 No. Michigan Ave. Tel.: Franklin 5241. Mgr.: D. B. Milliken.

Represents

WDWS, Champaign, Ill.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg. Tel.: 3032. Mgr.: Philip P. Allen.

Represents

WLVA, Lynchburg, Va.

WBTM, Danville, Va.

WSLS, Roanoke, Va.

BROADCASTING • Broadcast Advertising

"Let's get together!"

● Reconversion will bring an abrupt end to the honeymoon of over-the-transom business. It will mean that stations will have to do some good, old-fashioned *selling*.

Right there is where the Howard H. Wilson Co. fits into your picture, because *we've never stopped selling* . . . even when times were good.

Ready to go to work for you are 19 experienced salespeople with a total of 185 years of radio sales experience. They're located in six key areas where the bulk of radio business originates. Time buyers and advertisers know them by their first names. Their number is purposely large so that every station will receive *full* representation.

Let's Get Together!

Phone, wire or write our nearest office.

HOWARD H. WILSON CO.

| | | |
|----------------------|--------------------|----------------|
| New York | Chicago | San Francisco |
| 551 Fifth Ave. | 75 E. Wacker Drive | 681 Market St. |
| Hollywood | Portland | |
| 6362 Hollywood Blvd. | Studio Building | |



Directory of 1945 NATIONAL AND REGIONAL RADIO ADVERTISERS And Their Agencies United States and Canada

n. Network programs rn. Regional network programs as. Local studio announcements sp. Local studio programs t. Transcriptions ta. Transcription announcements
Compiled and Copyrighted 1946 by Broadcasting Publications, Inc. ne. New programs

A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sa*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store). Neff-Rogow, N. Y. *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Van Norden, San Francisco. *ta sa sp t N*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *ta sp n*

ADAM HATS (Canada), Toronto. Agency: MacLaren Adv. Co., Toronto.

ADLER SHOES (for men), New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

ADMIRACION LABS., Harrison, N. J. (shampoo). See NATIONAL OIL PRODUCTS Inc., Harrison, N. J. Agency: Charles Dallas Reach, Newark, N. J. *sa*

ADMIRAL Corp., Chicago (radios). Agency: Curtinden & Eger, Chicago. *ne n*

AETNA LIFE INSURANCE Co. Hartford (and affiliates). Agency: Arthur Kudner Inc., N. Y. *ta*

ALASKA PACIFIC SALMON Co., Seattle. Agency: J. William Sheets Co., Seattle; Compton Adv., N. Y.

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *ne*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Foote, Cone & Belding, Hollywood. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Van Norden, Los Angeles. *sp*

ALKINE LABS., New Brunswick, N. J. (Flemlyn cough remedy). Agencies: Redfield-Johnstone, N. Y.; Jackson Adv., N. Y. *sa*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALLEGHENY-LUDLUM STEEL Corp., Brackenridge, Pa. Agency: Walker & Downing, Pittsburgh. *sp n*

ALLES & FISCHER, Boston (J-A '83 cigars). Agency: L. B. Hawes, Boston. *sp*

ALLIED DRUG PRODUCTS Co., Chattanooga, Tenn. Agency: Liller, Neal & Battle, Atlanta. *t*

ALLIED LIQUOR INDUSTRIES, N. Y. Agency: Biow Co., N. Y.

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *sa n sp*

ALUMINUM CO. OF AMERICA, Pittsburgh. Agency: Fuller & Smith & Ross, N. Y. *sp*

ALUMINUM INDUSTRIES Inc., Cincinnati. Agency: Keeler & Stites, Cincinnati. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago.

AMERICAN BAKERIES, Atlanta. Agency: Tucker, Wayne & Co., Atlanta. *ne*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston Barnett, Chicago. *n sp*

AMERICAN BREWING Co., New Orleans (Regel beer). Agency: Walker Saussy Adv., New Orleans. *n sp*

AMERICAN CAN Co., New York (Keel-lined beer cans). Agency: Young & Rubicam, N. Y. *n*

AMERICAN CHEMICAL PAINT Co., Ambler, Pa. Agency: Brennan-Margulis, Adv., St. Louis. *sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: Badger, Browning & Hersey, N. Y.; Grant Adv., N. Y. *ta sa*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *sa n ta sp*

AMERICAN CYANAMID Co., N. Y. (Calco Chemical Division—Bleachette). Agencies: J. M. Mathes Inc., N. Y.; Donahue & Coe, N. Y. *sa*

AMERICAN DAIRY ASSN., Chicago. Agency: Campbell-Mithun Adv., Minneapolis. *sp*

AMERICAN EXPRESS Co., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN FOOD DEHYDRATION Co., Los Angeles (Copeland's chili & beans). Agency: Elwood J. Robinson Adv., Los Angeles. *sp*

AMERICAN GAS ASSN. Agency: McCann-Erickson, N. Y. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for: Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co., Petrolagar Labs., John Wyeth & Bros., Wyeth Chemical Co., P. Duff & Sons, Agencies: Dancer-Fitzgerald-Sample (Kolynos, Bi-So-Dol), N. Y.; John F. Murray Adv. Agency, N. Y. (Anacin), Compton Adv., N. Y. (Aspartane). *ne n t sa sp ta*

AMERICAN INST. OF FOOD PRODUCTS, New York. Agency: Scheck Adv. Agency, Newark. *sp*

AMERICAN - JEWISH BROADCASTING Co., Los Angeles. Agency: Dean L. Simmons, Hollywood. *sp*

AMERICAN MEAT INSTITUTE, Chicago. Agency: Leo Burnett Co., Chicago. *sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Tom popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

AMERICAN POULTRY JOURNAL, Chicago. Agencies: Schaffer-Brennan-Margulies Adv. Co., St. Louis; Simmonds & Simmonds, Chicago. *sp*

AMERICAN POWER & LIGHT SUBSIDIARIES, Seattle (public utility). Agency: McCann-Erickson, San Francisco. *sp*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SCHOOL, Chicago (correspondence school). Agencies: Equity Adv., N. Y.; Buchanan & Co., Chicago; Reincke-Ellis-Younggreen & Finn, Chicago. *sp ne sa*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half); L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall); Foote, Cone & Belding. *sp n*

ANACIN Co., Chicago (headache tablets). Agency: Blakett-Sample-Hummert, Chicago. *n t sp*

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio (glass containers & closures). Agency: William H. Weintraub & Co., N. Y. *n sp*

E. O. ANDERSON Co., Los Angeles (Shontex). Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *n*

ANDES CANDIES, Chicago. Agency: George Hartman Adv. Co., Chicago. *ne sa*

ANGOSTURA - WUPPERMANN Corp., N. Y. (Angostura Bitters). Agency: Donahue & Coe, N. Y. *ta*

K. ARAKELIAN Inc., New York (wines). Agency: Adrian Bauer Adv. Agency, Philadelphia; M. J. Jacobs Inc., N. Y. *sp ta sa*

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Presba, Fellers & Presba, Chicago. *ne sa t*

ARMAND Co., Des Moines (leg make-up). Agency: Ivan Hill Adv., Chicago. *sa*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Foote, Cone & Belding, Chicago. *sa t sp ta n*

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker rugs, linoleum products). Agency: BBDO, N. Y. *sp n*

ARTA COSMETIC Co., Bloomfield, N. Y. (Sutra Sunfilter Cream). Agency: Murray Breese Assoc., N. Y. *sa*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *ne*

ASSOCIATED LABS., Long Island City (Vitamin Quota, Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., San Francisco. Agency: Buchanan & Co., San Francisco. *sp*

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa sp*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC SYRUP REFINING Co., Philadelphia (Quaker Maid syrup). Agency: May Adv., Phila. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff & Co., Chicago. *sa ne sa sp*

AUSTIN STUDIOS, Los Angeles (photographs). Agency: Glasser-Galley & Co., Los Angeles. *sp n*

AVION Inc., Los Angeles (aircraft supplies). Agency: Hixson-O'Donnell Adv., Los Angeles. *sp*

AVOSET Inc., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta, sp, sa*

AXTON-FISHER Tobacco Co., Louisville (All Americans, 20 Grand). Agencies: McCann-Erickson, Chicago; Hill Blackett & Co., Chicago. *sp n sa*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp ne*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Dancer-Fitzgerald-Sample, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

BABSON BROS., New York (surge milking machines). Fogarty-Jordan-Phelps, Chicago. *sa sp*

BALI BRASSIERE Co., New York. Agency: Lester Harrison Assoc., N. Y. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa n*

P. BALLATINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. (owners of Christian Feigenspan Brewing Co.). *sa ta sp n*

BALLARD & BALLARD Co., Louisville (Obelisk Hour). Agencies: Henri, Hurst & MacDonald, Chicago; Foote, Cone & Belding, N. Y. *sp n*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *rn sp ta sa n*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., N. Y. *ne sa n*

G. E. BARBOUR & Co., St. John, N. B. (wholesale grocers). *t*

BARCO LABS., Brooklyn (Barcolens household cleaner). Agency: Sheck Adv., Newark. *sa*

BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soups). Agencies: Glassey-Galley & Co., Los Angeles; Erwin, Wasey & Co., Los Angeles. *sp*

BARNEY'S CLOTHES, New York. Agency: Emil Mogul & Co., N. Y. *sa sp ne ta*

BARRON-GRAY PACKING Co., San Jose, Cal. (Here's Health vegetable juice). Agency: Long Adv. Service, San Jose, Cal. *sa*

HERMAN BASCH & Co., N. Y. (furs). Kelly, Nason Inc., N. Y. *sa n*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp n*

BATTLE PHARMACEUTICAL Co., Toronto. Agency: Tandy Adv. Agency, Toronto. *sa*

BAUER & BLACK, Chicago (Blue Jay foot products). Ruthrauff & Ryan, N. Y. *sa*

BAUER & BLACK, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sa*

BAYER Co., New York (Bayer's aspirin). Agency: Dancer-Fitzgerald-Sample, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed inoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Phillies Cigars). Agency: a Ivey & Ellington, Philadelphia. *n ne*

BEAU BRUMMELL TIES Inc., Cincinnati O. Agency: Ralph H. Jones Adv., Cincinnati. *sa sp*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Foote, Cone & Belding, Chicago. *rn sp t sa*

BEAUMONT LABS., St. Louis (4-Way cold tablets). Agencies: H. W. Kastor & Sons, Chicago (4-Way Vaporising Rub); Russel M. Seede Co., Chicago; Donahue & Coe, N. Y. *ta ne n*

BEECHAM & ASSOCIATED PRODUCTS, Bloomfield, N. J. (Brylcreme hair preparation). Atherton & Currier, N. Y. *sa*

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell Emmett Co., N. Y. *sa ta*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Harve Massengale Co., Atlanta. *sp ta*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agencies: Ferry-Harle Co., Chicago; Kane Adv. Agency, Bloomington; Arthur Meyerhoff, Chicago. *sp rn ta*

BEKINS VAN & STORAGE Co., Los Angeles. Agencies: Brooks Adv. Agency, Los Angeles; Charles M. Stahl Adv. Agency, Hollywood. *sa sp n ne*

BELL BROOK DAIRIES, San Francisco (milk). Agency: Botsford, Constantine & Gardner, San Francisco. *ta sa*

BELL TELEPHONE Co. of Canada, Montreal (Yellow Directory Pages). Agencies: Cockfield-Brown & Co., Montreal. *sa*

BELL TELEPHONE Co. of Penna., Pittsburgh (service). Agency: Gray & Roger Phila. *sa*

BELL TELEPHONE SYSTEM, New York Agency: N. W. Ayer & Son, N. Y. *n sp*

BELMONT LABS., Detroit (Belo foc products). Agency: Smith & Sweete, N. Y.

BENDIX AVIATION Corp., South Ben. Agency: Lennen & Mitchell, N. Y. *sp*

BENDIX HOME APPLIANCE Inc., South Bend. Agency: Ruthrauff & Ryan, Chicago. *sa*

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agencies: Stodel Adv. Co., Los Angeles; Marcel Schulhof & Co. N. Y. *ne*

(Continued on page 236)

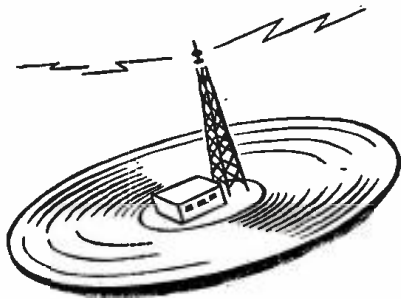
for Regional... Local... and National Advertisers

WITH LOCALIZED SELLING PLANS

NBC Radio-Recorded Shows

• When you consider the quality of talent... writing... and production behind each and every NBC Radio-Recorded show... you will quickly understand why they are in such demand by *regional* advertisers whose distribution precludes the use of networks... *local* advertisers who want network calibre programs at a modest cost... *national* advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC... and now reaping excellent results in spot markets for many well-known advertisers... are those listed here.



| | | | |
|---|-----|---------|----------------------|
| The Weird Circle | 78 | 30 min. | 1-a-week |
| Come and Get It | 78 | 15 min. | 3-a-week |
| Destiny Trails | 78 | 15 min. | 3-a-week |
| Betty and Bob | 390 | 15 min. | 5-a-week |
| Modern Romances | 156 | 15 min. | 3-a-week |
| Stand by for Adventure | 78 | 15 min. | 2-a-week 1-a-week |
| Through The Sport Glass | 52 | 15 min. | Optional |
| Time Out with Allen Prescott | 26 | 15 min. | Optional |
| Time Out with Ted Steele and Grace Albert | 26 | 15 min. | Optional |
| Carson Robison and his Buckaroos | 117 | 15 min. | Optional |
| The Name You Will Remember | 260 | 5 min. | 3-a-week or more |
| Let's Take a Look in your Mirror with Stella Unger | 156 | 5 min. | 3-a-week |
| Getting the Most Out of Life To- day with Dr. Wm. L. Stidger | 117 | 5 min. | 3-a-week |
| Five Minute Mysteries | 66 | 5 min. | Optional |
| Happy the Humbug | 39 | 15 min. | 3-a-week |

*The number of programs in each series is as-of-press-time.
Additional programs frequently added, so check with us.*

• For advertisers who want their own custom-built program... anything from a Station Break to a Musical Variety Show... NBC's complete staff of writers, production and musical directors... complete technical and manufacturing facilities... are available to do the entire job... from script to finished pressing. For agencies with their own programing staffs, studio and technical facilities are available.

National Broadcasting Co



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION

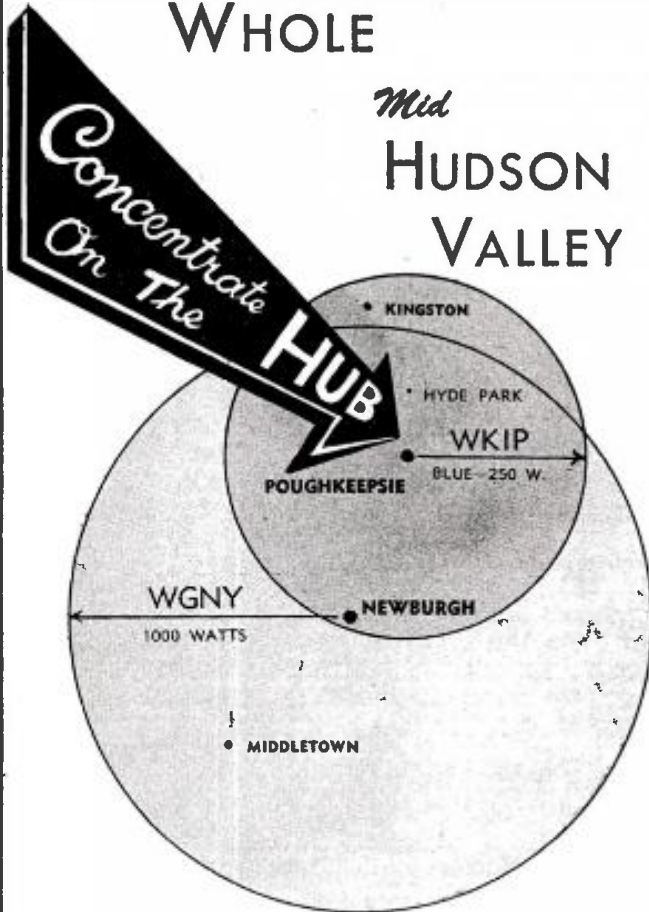
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

BETTER BUY BOTH

Cover the
WHOLE

Mid
HUDSON
VALLEY



There are *one hundred thousand* radio homes in the six counties of the rich Mid-Hudson Valley—all served by WGNY. WKIP doubles the coverage and adds the prestige and audience of Blue Network service in the 50,000 radio homes concentrated within its Primary Area.

BLUE NETWORK 1000 WATTS
WKIP **WGNY**
POUGHKEEPSIE NEWBURGH
New York
Represented Nationally
HEADLEY - REED COMPANY

RADIO ADVERTISERS

(Continued from page 234)

BEN HUR PRODUCTS Inc., Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n*

BENJAMIN & JOHNES, N. Y. (Blen Jolie corsets). Agency: Alfred F. Tokar, Newark. *sp*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSON & HEDGES, New York (Virginia Rounds). Agency: Arthur Kudner Inc., N. Y. *ns sa*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery). Agency: Geore. Marston, Philadelphia. *sp sa*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*

BETHEHEM STEEL Co., Bethlehem, Pa. Agency: Jones & Brakeley, N. Y. *sp*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agencies: J. M. Korn & Co., Phila.; Pettinella Adv., N. Y. *sp ns sa*

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk topping). Agency: H. W. Kaator & Sons, Chicago.

BLATCHFORD FEEDS, Toronto. Agency: F. H. Hayhurst Co., Toronto. *sa*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal capsules); J. Walter Thompson, N. Y. (Dental Grip). *t sp sa*

BLUE JAY MFG. Co., Huntington, W. Va. (overalls). *sp*

BLUE MOON FOODS Inc., Thorp, Wis. (cheese). Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *ta*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BOOTS AIRCRAFT NUT Corp., New Canaan, Conn. Agency: Cecil & Presbrey, N. Y. *sp n*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam, Hollywood. *sp*

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y. (Reid's ice cream); Pedlar & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *sa*

BORDEN Co., Toronto (milk products). Agency: Young & Rubicam, Toronto. *sp sa*

BOSTON & MAINE RR, Boston (transportation). Agency: Harold Cabot & Co., Boston. *sa t*

BOTANY WORSTED MILLS, Passaic (cosmetics). Agency: Alfred J. Silberstein Inc., N. Y. *sp n*

BOURJOIR Inc., N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*

BOWEY'S, Chicago (Darl-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *n sp*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Dancer-Fitzgerald-Sample, N. Y. *n sp*

BOZEMAN CANNING Co., Mt. Vernon, Wash. (Pictsweet frozen foods). Agency: Ruthrauff & Ryan, Seattle. *sp*

E. J. BRACH & SONS, Chicago (candy). Agencies: U. S. Adv. Corp., Chicago; Hill Blackett & Co., Chicago. *sa ta*

BREAKFAST CLUF COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

JOHN H. BRECK Inc., Springfield, Mass. (hair preparation). Agency: Charles H. Sheldon Adv. Co., Springfield. *sp*

M. J. BREITENBACH Co., N. Y. (Gude's Pepto-Mangan). Agency: Joseph Kats, N. Y. *sa*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H-B cough drops). Agencies: Horton-Noyes Co., Providence; Samuel C. Croot, N. Y. *sa ta sp*

L. S. BRIGGS Inc., Baltimore (meat). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

H. C. BRILL Co., Newark (spaghetti sauce). Agency: Tracy Kent & Co., N. Y. *sa*

BRISTOL-MYERS Co., New York. Agencies: Young & Rubicam, N. Y. (Mint Rub. Tuesday, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberet products); Doherty, Clifford & Shenfield, N. Y. (Ipana, Vitalis, Ingram's shave cream, Mum and D-D tooth brushes). *n sp t ns*

BRISTOL-MYERS Co., Canada. Montreal (Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sa*

BROMO SELTZER Ltd., Toronto (proprietary). Agency: Ruthrauff & Ryan, N. Y. *sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville. (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes); Russel M. Seeds Co., Chicago. *t sp n*

BROWN SHOE Co., St. Louis. Agency: Leo Burnett Co., Chicago. *sp*

LANE BRYANT, New York (clothing). Agencies: Huber Hoge & Sons, N. Y.; E. H. Brown, Chicago; Erland Adv., N. Y.; Cramer-Tobias-Meyer, N. Y. *sa ns*

W. K. BUCKLEY, Rochester (Canada! Mixture). Agency: Armand S. Weill Co., Buffalo. *sp*

W. K. BUCKLEY Ltd., Toronto. Agency: Walsh Adv. Co. Ltd., Toronto. *ta*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *ta sa*

BUITONI PRODUCTS, New York (spagetti, sauce). Agency: Carlo Vinti Adv., N. Y. *ta*

BULLOCK'S Inc. (dept. store), Los Angeles. Agency: Dana Jones, Los Angeles. *ta sp*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Blow Co., N. Y. *sa*

BUNGE & BORN, Argentina parent company of S. A. Alba (paints, enamels and varnishes). Agency: McCann-Erickson, Buenos Aires.

BUNTE BROS CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURGESS BATTERY Co., Chicago. Agency: Duane Wannamaker Adv., Chicago. *sa*

BURGESS BATTERY Co., Niagara Falls, Ont. Agency: Stevenson & Scott, Toronto. *sa*

BURMA-VITA Co., Minneapolis (Burma-Shave). Agency: MacFarland, Aveyard & Co., Chicago *ta sa n*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Charles W. Hoyt Co., Boston. *ta sa*

W. ATLEE BURPEE Co., Philadelphia (seeds). Agency: Flagler Adv. Co., Buffalo. *sa n*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agencies: Cy Leland, Fort Worth; Rowland Broiles Co., Fort Worth. *t rn sp ns*

BUT-TAY PRODUCTS, Los Angeles (Raindrops detergent). Agency: Glasser-Galley & Co., Los Angeles. *sa*

CAL-WESTERN MFGRS., Los Angeles (Whee Products). Agency: Pacific Adv. Service, Los Angeles. *sa*

C

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocados). Agency: J. Walter Thompson Co., San Francisco. *sa rn sp*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago. *ta t*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Foote, Cone & Belding, Los Angeles. *n ns*

CALIFORNIA PACKING Corp., San Francisco (canned foot). Agency: McCann-Erickson, San Francisco. *ns n t*

CALIFORNIA PRUNE & Apricot Growers Assn. (Sunwest prunes). Agency: Long Adv. Service, San Jose. *n*

CALIFORNIA WINE Co., Chicago (Barloma wines). Agency: Erwin Meyerson Co., Chicago. *ns*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agencies: Aubrey, Moore & Wallace, Chicago; Wallace, Terry, Hanley, Chicago. *n sa*

CAMPBELL CEREAL Co., Minneapolis, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa ta sp ns*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agencies: Ward Wheelock Co., Philadelphia; Ruthrauff & Ryan, N. Y.; Foote, Cone & Belding, N. Y. *sp n rn*

CAN MFG. INSTITUTE, N. Y. Agency: Benton & Bowles, N. Y. *sa*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Matheo, N. Y. *ta sa sp t*

CANADA DRY GINGER ALE, Toronto. Agency: MacLaren Adv. Co. Ltd., Toronto. *sp*

(Continued on page 238)

WRRF INSURES WRRF

FULL COVERAGE

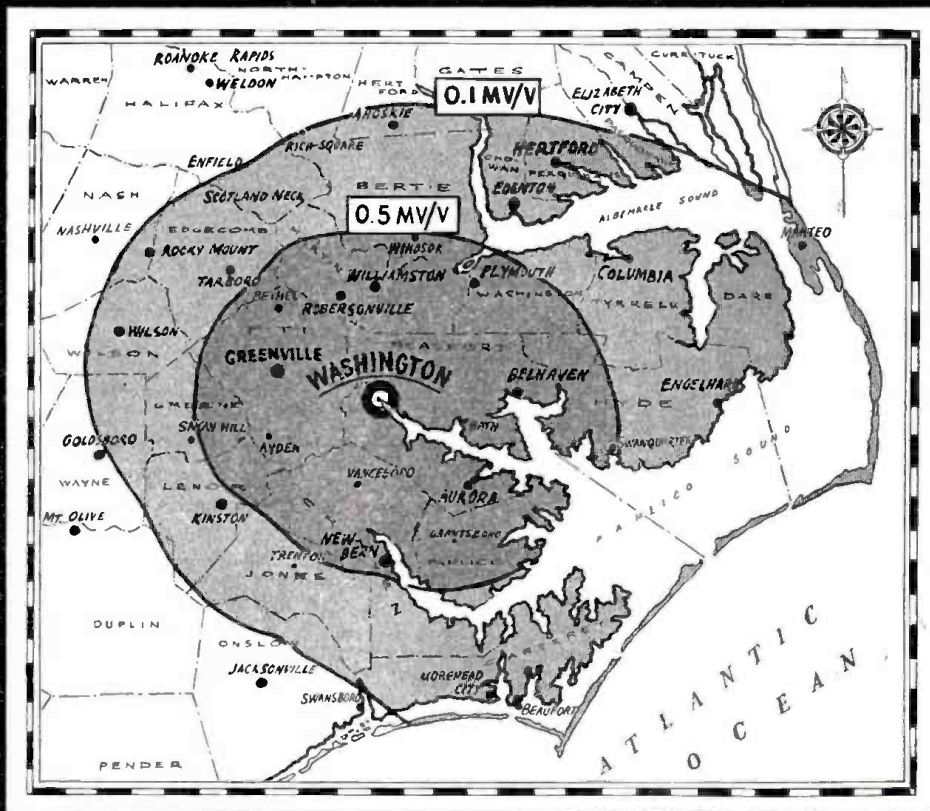
OF THIS HUNDRED MILLION DOLLAR MARKET IN EASTERN NORTH CAROLINA

THOUSANDS LISTEN TO THESE BLUE NETWORK PROGRAMS

- Martin Agronsky—News
- The Breakfast Club
- My True Story
- Weekly War Journal
- Correspondents Around the World
- Darts for Dough
- Breakfast at Sardi's
- Baukhage Talking—News
- Walter Kiernan—News
- Ladies, Be Seated
- Mary Small Revue
- Miss Hattie
- Gilbert Martyn—News
- Time Views the News
- Sammy Kaye's Sunday Serenade
- Terry and The Pirates
- Metropolitan Auditions

EVERY WEEK OVER

WRRF



WRRF is the regional station . . . with national programming . . . in an area with over 600,000 population. Here are located over 67,000 radio homes which can be reached by no other station; here are over 6,188 retail stores doing an annual volume of over \$100,000,000.00 . . . a most fertile field promising rich rewards year after year.

WRRF trade territory covers many small towns surrounded by rich farms . . . a **STABLE** area that insures good business *year after year* . . . never materially affected by fluctuations in general business conditions in more industrialized areas.

While buying per capita compares favorably with any other section, and has shown a marked increase the past few years, this has not been occasioned by any large influx of new population, or by war industries. Neither has there been any radical price inflation. This increase in buying power is due largely to higher prices for agricultural products (principally tobacco) coupled with more scientific farming methods, which have produced larger and more profitable crop yields.

Situated in the heart of one of the richest agricultural belts in the United States, WRRF offers the advertiser opportunities for exceptional profit from his advertising dollar now . . . and in the future.

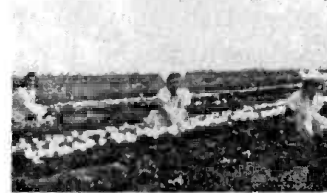
WRITE US TODAY FOR OUR NEW INFORMATIVE FOLDER

WRRF

1000 WATTS • 930 KILOCYCLES
BLUE NETWORK
WASHINGTON-NORTH CAROLINA

TAR HEEL BROADCASTING SYSTEM, INC.

National Representatives: FORJOE & CO. NEW YORK • CHICAGO
PHILADELPHIA



AMERICA'S NO. 1 FARM MARKET

ADVERTISERS

(Continued from page 236)

CANADA PACKERS Ltd., Toronto (meat products). Agency: Cockfield, Brown & Co., Winnipeg. ne

CANADIAN BANKERS' ASSN., Montreal. Agency: R. C. Smith & Son, Toronto. ta

CANADIAN CANNERS, Hamilton, Ont. Agency: Russell T. Kelley Ltd., Hamilton, Ont. sp

CANADIAN CHEWING GUM Co., Toronto (Dentyne). Agency: Baker Adv. Agency. sa

CANADIAN GOVERNMENT. Agency: Advertising Agencies of Canada, Toronto. sa

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. sa ta

CANADIAN NATIONAL CARBON Co., Toronto (Eveready). Agencies: Clarke E. Locke, Toronto; Locke, Johnson & Co., Toronto. n sp ta t

CANADIAN SHREDDED WHEAT Co. Ltd., Toronto. Agency: Cockfield Brown & Co., Ltd., Toronto. t

CANDY BROS. MFG. Co., St. Louis (cough drops). Agency: H. W. Kastor & Sons, Chicago. sa

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. t sa sp n

CARGILL Inc., Minneapolis (livestock feeds). Agency: Olmstead & Foley, Minneapolis. sa

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. sa

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. sp t

CARNATION Co., Toronto (milk). Agency: Baker Adv. Agency, Toronto. t sp

CAROLINA BAKING Co., Columbia, S. C. Agency: Freitag Adv., Atlanta. ta

CARSON CITY BREWING Co., Carson City (Tahoe beer). sa

CARSON, PIRIE, SCOTT & Co., Chicago (dept. store). Agencies: Wade Adv. Agency, Chicago; Smith, Benson & McClure, Chicago. sp

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. sp n t

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin, Aspirin); Stack-Goble, N. Y.; Roche, Williams & Cleary, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arrid). sa t ta sp

THE CASITE Corp., Hastings, Mich. (Casite). Agency: Keeling & Co., Indianapolis. ta

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. n

CAT'S PAW RUBBER Co., Baltimore (heels & soles). Agency: S. A. Levynne Co., Baltimore. ta

CELANESE CORP. of America, New York. Agency: Young & Rubicam, N. Y. n sp t

CELCO SALES Corp., N. Y. (Celco-Jene, gasoline catalyzer). Agency: Birmingham, Castleman & Pierce, N. Y. sa

CELLOWAX CO., Baltimore (cleaning products). Agency: Azrael Agency, Baltimore. ne

CENTAUR Co., Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies: Pedla & Ryan, New York (Molle); Young & Rubicam, N. Y. sa sp

CENTENNIAL FLOURING MILLS Co., Seattle (Silk Sifted Flour). sp

CENTLIVRE BREWING Corp., Fort Wayne. Agency: Westheimer & Co., St. Louis. ne sp

CENTRAL WINERY, Fresno, Cal. (Legend, Lango, Golden Wine brands). Agencies: Weiss & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. sa

CHAMBERLIN LABS., Des Moines (hand lotion). Agencies: John H. Dunham; Cary-Ainsworth, Des Moines. n sp sa

CHARM KURL Co., St. Paul (permanent wave kit). Agencies: Guenther-Bradford & Co., Chicago; United Adv., Chicago. sp sa

CHARMS CANDY Co., Bloomfield, N. J. (Tastyeast). Agency: C. L. Miller Co., N. Y. sa

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. ta sa

CHATHAM MFG. Co., N. Y. (blankets). Agency: M. H. Hackett Co., N. Y. sp n

(Continued on page 240)

The area served by KMA (152 rich, productive counties in Iowa, Nebraska, Missouri, and Kansas) is one of the great American markets. Here, as elsewhere, 1944 broke all records for income and spending power—but even in normal years, our 2,905,224 people spend \$154,991,000 in grocery stores; \$31,082,000 in drug stores. Even in normal years their total retail purchases will exceed 812 million dollars!

Take a good look at the map below. Those 152 KMA primary counties are right in the heart of the world's greatest farm region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! No wonder these 1,938,949 rural peo-

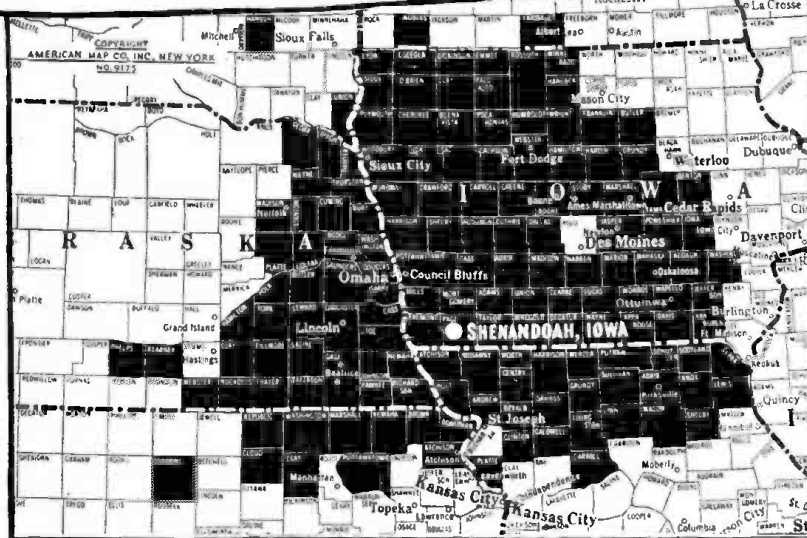
ple had more money in 1944 than ever before—and are a 1945 market "must" for you.

This tremendous market is covered completely by KMA, the only regional station serving the entire area with two major networks. KMA is the only FULL-TIME farm station in this No. 1 farm market, and devotes hours daily to the specific needs of its people. That's why KMA is *listened* to as most stations would like to be!

Send now for our 1945 Mail Study. It gives you complete data on our market, our audience, our selling power. It contains a tremendous amount of interesting data on mail returns—and how to get them! Why not write—today?

152 PRIMARY COUNTIES

NAB Mail Response Formula



Blue Network
Mutual Network
5000 Watts
960 Kilocycles

KMA

The No. 1
Farm Station
in The No. 1
Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives



In the Big Sticks

. . . . there will be no Recession

When war came to the land of the Redwoods the people turned to war production. It was production mainly they had been doing in peacetime—Redwood lumbering, dairying and fishing. Shipyards and military posts added to the population. But those who were in the Redwood area before the war are there today and will be there postwar. That is why advertising placed now in the land of *Big Sticks* attains maximum results.

KIEM in the heart of the Redwoods and KUIN at the northern end of the Redwood Empire enables you to talk to the *Big Sticks*. Certainly there aren't many people in this area but they are solid. They like the climate that is warm when other people shiver and that is cool when other people fry. They like their own radio stations and give them such Hoopers as 98% daytime and 77% nighttime.

KIEM and KUIN like to serve the *Big Sticks*. The men from these stations now in the military want to return to the Redwoods. These are reasons why KIEM purchased the Humboldt Golf & Country Club for an FM site. These are reasons why KIEM has such services as 60 remote outlets, INS, UP, MacGregor, Standard and World.

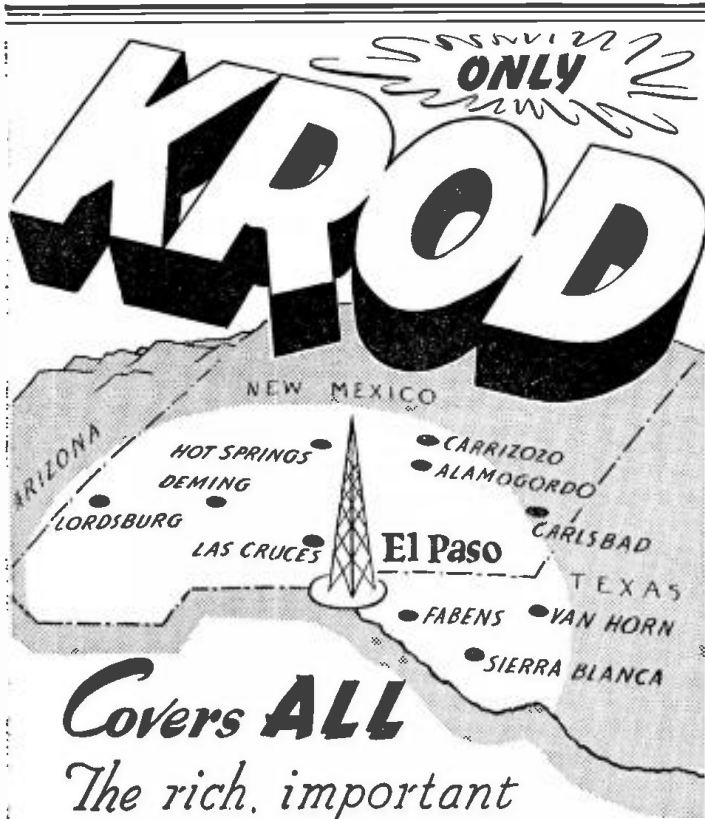
The Big Sticks and their radio stations continue on a war operation basis. They don't like the Japs. They never did and that is why they ran all Japs out of the Big Sticks in the early 1900's.

KIEM

1000 Watts
EUREKA, CALIF.
DLBS — MBS

KUIN

250 Watts
GRANTS PASS, ORE.
DLBS — MBS



Covers **ALL**
The rich, important
EL PASO
Southwest Market

1. Vast Radio-Isolated Area
2. Prosperous, Ready-to-Buy Customers Live Here
3. Area is Rich in Cotton, Cattle, Copper and Climate
4. Complete CBS Schedule
5. No Rate Increase on KROD



KROD

600 KC

1000 Watts

EL PASO, TEXAS

DORRANCE RODERICK
Owner

VAL LAWRENCE
Manager

HOWARD H. WILSON CO., National Representatives

RADIO ADVERTISERS

(Continued from page 238)

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*

CHEF BOY-AR-DEE QUALITY FOODS, Milton, Pa. (spaghetti). Agency: Mel Junkin Adv. Co., Chicago. *ns*

CHEMICAL RESEARCH FOUNDATION, Wilmington, Del. (Sterilin, medicated cream). Agency: Vernik Adv. Agency, Philadelphia. *sp*

CHEMICALS Inc., San Francisco & Oakland (Vano). Agencies: Botsford, Constantine & Gardner, San Francisco; Sidney Garfinkle A. A., San Francisco; Garfield & Guild, San Francisco. *sp sa n*

CHESAPEAKE & OHIO RAILWAY Co., Huntington, W. Va. Agency: Kenyon & Eckhardt, N. Y. *sp n*

CHESAPEAKE & POTOMAC TELEPHONE Co., Baltimore. Agency: Henry Kaufman Adv., Washington. *sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa sp*

CHICAGO, BURLINGTON & QUINCY RAILROAD, Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *sp*

CHICAGO DAILY NEWS, Chicago (newspaper). Agency: Schwimmer & Scott, Chicago. *t sp sa*

CHICAGO MAIL ORDER Co., Chicago. Agency: Buchanan & Co., Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cleary, Chicago. *ta*

CHICAGO SUN, Chicago (newspaper). Agencies: Wade Adv. Agency, Chicago; MacFarland-Aveyard & Co., Chicago, and direct. *ns*

CHRISTMAS CLUB, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*

CHRISTOPHER CANDY Co., Los Angeles. Agency: Hillman-Shane-Breyer, Los Angeles. *t sp*

CHRYSLER Corp., Detroit (Chrysler, Dodge, De Soto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, De Soto); Lee Anderson Adv. Co., Detroit; McCann-Erickson, Detroit; N. W. Aver & Son, Detroit (sales div.); BBDO (De Soto). *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CHURCHES OF CHRIST, Glendale, Cal. (religious). Agency: Dean L. Simmonds Adv., Hollywood. *t*

CHURNOLD Corp., Cincinnati (margarine). Agency: W. F. Holland Agency, Cincinnati. *sa*

CHURNO FOOD PRODUCTS, Hollywood (butter substitute). *sa*

CINCINNATI GAS & ELECTRIC Co., Cincinnati. *sp*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Foote, Cone & Belding, N. Y. *n sa sp*

CITIES SERVICE OIL Co., Toronto. Agency: Spitzer & Mills, Toronto. *sp sa n*

HAROLD H. CLAPP Inc., Rochester. Agencies: Young & Rubicam, N. Y.; McCann-Erickson Inc., San Francisco. *n ta*

CLARK BROS. CHEWING GUM Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *n*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*

CLEAN-O-CHEMICAL, N. Y. (cleaner). *sp*

CLEARFIELD TAXIDERMY Co., Clearfield, Pa. (furs). Agency: Walker & Downing, Pittsburgh. *sa*

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (patent medicine). Agencies: Hutchins Adv. Co., Rochester; Armand S. Wiel Co., Buffalo. *sp*

CLEVELAND CLEANER & PASTE Co., Cleveland. Agency: Bayless-Kerr Co., Cleveland. *sa*

CLICQUOT CLUB Co., Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLINTON WATCH Co., Chicago. Agency: Malcolm-Howard Adv., Chicago. *sa*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCILANA Inc., N. Y. (cough nips). Agency: Al Paul Lefton, Philadelphia. *sa ns*

COLDSTREAM PRODUCTS Co. (Margarine). Agency: McCann-Erickson, San Francisco. *n sp*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave creams); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octason, Klek, Palmolive soap); Ward Wheelock Co., N. Y.; Wm. Esty & Co., N. Y. (Super Suds); Leon Livingston Adv., San Francisco. *n sa sp ta t*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc.; Lord & Thomas, Toronto. *n ns*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta ns n sp*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA PICTURES Corp., New York. Agency: Weiss & Geller, N. Y. *sa*

COMIC CORP. OF AMERICA, N. Y. (magazines). Agency: Ralph H. Jones Co., N. Y. *sa*

COMMONWEALTH EDISON Co., Chicago. Agency: Foote, Cone & Belding, Chicago. *sp*

W. G. COMSTOCK Co., Toronto (Dr. Morse's Pills). Agency: Jack Murray Ltd., Toronto. *sp*

CONGRESS CIGAR Co., Newark & New York (La Palina). Agencies: Marschalk & Pratt, N. Y.; Schwimmer & Scott, Chicago. *n sa sp*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin Wasey & Co., N. Y. *n sa sp ta*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago (perfumes). Agencies: Benson & Dall, Chicago (Venture hand lotion, Zymote Trokeys); Arthur Meyerhoff & Co., Chicago. *sp*

CONSOLIDATED HAIR GOODS Co., Chicago (Pij-Oil Shampoo). Agency: Malcolm-Howard, Chicago. *sp*

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp sa*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary). Agencies: Benson & Dall, Chicago (Krank's Shave Cream); Arthur Meyerhoff, Chicago. *t n*

CONTI PRODUCTS Corp., New York (soap). Agency: Birmingham, Castleman & Pierce, N. Y. *ns n*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agencies: Benton & Bowles, N. Y.; Ted Bates Inc., N. Y. *sa sp ta n*

CONTINENTAL OIL Co., Ponca City, Okla. (Conoco). Agency: Gever, Cornell & Newell, N. Y. *sa sp*

COOK PAINT & VARNISH Co., Kansas City. Agency: Bruce Brewer & Co., Kansas City. *sa*

COOPER & COOPER Inc., Brooklyn (razor blades). Agencies: Heflinger Agency, N. Y.; Casanave & Pearson, N. Y. *sa*

CORINTHIA Inc. (cosmetics), N. Y. Agency: Arthur Rosenberg, N. Y. *sa n*

DR. B. L. CORLEY'S PRODUCT, San Francisco (medicinal). Agency: Rhoades & Davis Adv., San Francisco. *sp*

CORN PRODUCTS REFINING Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel, Mazoa, Linit). *sa n*

CORNING GLASS WORKS, Corning, N. Y. Agency: BBDO, New York. *ta*

CORSAN PRODUCTS, N. Y. (Venoka flavoring). Agency: Morse International, N. Y. *sa*

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep soot destroyer). Agency: Roche, Williams & Cleary, N. Y. *sa*

COUNTY PERFUMERY Co., Bloomfield, N. J. (Brylcreme hair lotion). Agency: Atherton & Currier, N. Y. *sa ta*

CRACKER JACK Co., Chicago (popcorn). Agency: Rogers & Smith, Chicago. *ns*

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp ns*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *ns t*

(Continued on page 242)

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:
WILLIAM NORINS,
Gen. Mgr.
Station WBYN
1 Nevins Street
Brooklyn, N. Y.

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continue from page 240)

CREAM DOVE MFG. Co., Birmingham, N. Y. (peanut butter). *sa*
 CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n sp*
 CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. *rn t n*
 CROSLY Corp., Cincinnati. Agency: Roy S. Durstine Inc., N. Y. *sp*
 CROWELL-COLLIER PUBLISHING Co., New York (American, Woman's Home Companion, Colliers). Agency: McCann-Erickson, N. Y. *sp*
 CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*
 CROWN DRUG Co., Kansas City. *ne*
 CROWN PRODUCTS, Los Angeles (jams, jellies). Agency: Hillman-Shane-Breyer, Los Angeles. *sp*
 CROW'S HYBRID CORN Co., Millford, Ill. Agency: Critchfield & Co., Chicago.
 CUDAHY PACKING Co., Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cleary, Chicago; Reiwitch & Wittenberg, Chicago; Dancer-Fitzgerald-Sample, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. *n sp t sa*
 CUMMER PRODUCTS Co., New York & Bedford, O. (Mollé shaving cream, Ener-gine, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n sp*
 CUNNINGHAM DRUG Co., Detroit. Agency: Simons-Michelson Co., Detroit. *ne*
 CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agencies: BBDO, N. Y.; MacFarland, Aveyard & Co., Chicago. *ta*
 CURTISS CANDY Co., Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. *n ta sa*

D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcolm-Howard, Chicago; J. M. Korn & Co., Philadelphia. *sa ta*
 DAGGETT & RAMSDELL (Canada), Toronto (cosmetics). Agency: Cockfield, Brown & Co., Toronto. *sp*
 DALY BROS SHOE Co., Boston (Air-O-Magic shoes for men). Agency: Norman D. Waters & Assoc., N. Y. *sa*
 VIRGINIA DARE EXTRACT Co., Brooklyn (flavoring extracts). Agency: Scheck Adv. Agency, Newark. *sa*
 D'ARRIGO BROS., Boston (Andy Boy broccoli). Agency: Chambers & Wiswell, Boston. *sa*
 H. I. DAVI MFG. Co., Oakland (Miracle Foam). Agency: Jewell Adv., Oakland. *ne*
 DAVIS & LAWRENCE Co., Dobbs Ferry, N. Y. (proprietary drugs & medicine). Agency: Irwin Vladimir & Co., N. Y. *sp*
 R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Breese Assoc.; Charles Dallas Reach, Newark (Cut-Ritz waxed paper); Charles Hoyt Co., N. Y. (O. K. baking powder, Davis baking powder); Thomas K. Ellis & Co., N. Y. *n sp t sa*
 DAY & NIGHT MFG. Co. (heaters). Agency: Hixson-O'Donnell Adv., Los Angeles. *ne n*
 DEISEL-WEMMER-GILBERT Co., Detroit (R. G. Dun cigars). Agency: Century Adv. Agency, Detroit. *sp n*
 DeKALB AGRICULTURAL Assn., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wisc. *sp t sa*
 R. U. DELAPENHA & Co., N. Y. (marmalade). Agency: Gotham Adv., N. Y. *sa*
 DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n sp*

DENALAN Co., San Francisco (tooth-powder). Agency: Rhoades & Davis, San Francisco. *sp n*
 DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Badger, Browning & Hersey, N. Y. *sa*
 DePREE CHEMICAL Co., Holland, Mich. Agency: Roche, Williams & Cleary, Chicago.
 DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*
 H. C. DERBY Co., Phila. (prepared meats). Agency: Aitkin-Kynett, Phila. *sp*
 DERMICO LABS, San Francisco. Agency: Lyon Agency, San Francisco. *sa*
 DIAMOND CRYSTAL SALT Co., N. Y. Agency: Benton & Bowles, N. Y. *sa*
 DIAPERWHITE Inc., N. Y. (soap, de-oderant). Agency: Diener & Dorskind, N. Y.
 DIF Corp., Garwood, N. J. (cleaners). Agency: Grey Adv., New York. *sa*
 JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. *sa ta*
 DOMINION GOVERNMENT, Ottawa (electric power conservation). Agency: E. W. Reynolds & Co., Toronto. *sa*
 DOMINION OF CANADA, Dept. of Nat'l Defense, Ottawa (recruiting). Agency: Advertising Agencies of Canada, Wartime Group, Toronto. *t*
 DOMINION OF CANADA (Dept. of Finance), Ottawa (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. *n sp*
 WINFIELD DONAT Co., Philadelphia (Zenith hearing aid). Agency: Chas. Cassidy, Philadelphia. *sa*
 DODGE BOAT & PLANE Corp., Virginia (institutional). *n*
 DORSET FOODS Ltd., Long Island. Agency: S. Duane Lyon Inc., N. Y. *sa*

DOSSIN'S FOOD PRODUCTS, Detroit, Grand Rapids & Toledo (Pepsi-Cola Bottlers). Agency: Simons-Michelson Co., Detroit.
 DOUBLEDAY, DORAN & Co., New York (books). Agencies: Huber Hoge & Sons, N. Y.; Raymond Spector Co., N. Y. *ta sp sa*
 DOUGHNUT CORP. OF AMERICA, N. Y. (Downyflake). Agency: Grey Adv., N. Y. *ta*
 DOUGLAS SHOE Co., Brockton, Mass. Agency: Harold Cabot & Co., Boston. *n ne*
 DRUG TRADING Co., Toronto. Agencies: A. McKim Ltd., Toronto; J. J. Gibbons, Toronto.
 P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sp sa*
 DUFFY-MOTT Co., New York (Sun-sweet prune juice, apple juice). Agency: Al Paul Lepton Co., Philadelphia. *rn sp n*
 E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sp*
 DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*
 DURKEE FAMOUS FOODS, Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*
 DURKEE-MOWER Inc., Lynn, Mass. (cocoa). *ne*
 E. P. DUTTON Co., N. Y. (book publisher). Agency: Louis M. Cottin, N. Y. *t*
 DWIGHT EDWARDS Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp n*

E

E-Z-DO Co., N. Y. (wardrobes). Agency: Grey Adv., N. Y. *sa*
 EASTERN OUTFITTING Co., Portland, Ore. Agency: Robert Smith Adv. Agency, Portland. *ne n*
 (Continued on page 244)

To the
 Board of Directors
 of
 All Networks

Now is the time to release permanently to all affiliates the last quarter-hour out of EVERY hour, giving them "firm" periods for local and regional clients and for necessary public service.



This gives EQUAL time values to every affiliate in every time zone throughout the country, and solves the problem of constant shifting of local programs for the affiliate. It solves the clearance problem for the network, giving assured clear time — forty-five minutes out of every hour. The station with adequate local public service builds audience good will and increases listening hours for network programs.

ART MOSSBY MGR. **KGVO** MISSOULA MONTANA

The station with TRIPLE the National Hooper

How To Reach FLORIDA'S BEST MARKET WITHOUT WASTE

WMBR - WFOY deliver a neatly tailored coverage of Florida's best year-round market—the Jacksonville trading area.

There's no waste of coverage or of dollars when you use these two stations. They give blanket dominance of a market containing one-eighth of Florida's radio homes with 600,000 year-round residents and many thousands of Army and Navy people. They do not throw a signal over vast

empty areas . . . and you do not pay for such wastage.

WMBR, Jacksonville, has been north Florida's key CBS station for a decade.

WFOY, CBS, St. Augustine's only radio station, was shown in a recent impartial survey to have 85% listener preference.

You buy only WMBR—WFOY is a no-charge bonus. Together they add up to Florida's best radio buy.

BUY **WIRE...** *GET* **TEAMWORK**

ONE OF THE NATION'S RICHEST MARKETS
IS "HARD TO GET" . . . UNLESS YOU
USE INTENSIVE MERCHANDISING AND SALES
PROMOTION EFFORTS

The Food Industry has learned that Hoosiers demand salesmanship PLUS before they go for a product. BUT . . . when those Hoosiers say "YES", they mean it. And so, your sales story told to Hoosierland must be coordinated and MADE to work. W I R E offers top audiences PLUS coordinated plans for selling and promoting your products.

1. "Luncheon with Molly Star"

Six days a week, Molly Star entertains groups of Indianapolis Club Women at Luncheon in the Claypool Hotel. Guests are exposed to timely displays of food products advertised on Molly Star's Program. Incidentally, the news of each Molly Star Luncheon appears each day in the Indianapolis Star.

2. "Eat-itorially Speaking"

Six days a week Dickman Stone's famous "Eat-itorially Speaking" is a half-hour bright-spot for Hoosierland food buyers. Dick talks about the philosophy of food—and each morning the Indianapolis Star prints a column under the same name—"Eat-itorially Speaking". Do the women like it? They eat his advice! Participants in Dick Stone's Program enjoy prestige and sales second to no other food media in Indianapolis.

3. Retailer Cooperation

A trained staff of Retail Food Detail Men makes friends for W I R E and the Star. There's nothing equal to the advantage of having your products discussed with Retailers by men who know retail problems.

4. Wholesale and Chain Store Contacts

The Sales Promotion and Merchandising Department through its association with chain and Food Wholesale Organizations, constantly works to pave the way for your products. The natural "push" of W I R E programming is coordinated with warm personal contacts and a year-round friendship with the men who channel your products into retail outlets.

5. Teamwork all the Way

Behind the scenes at W I R E and the Star, you'll find interested personal help—men and women whose careers are FOOD. We realize it takes more than advertising—more than selling—more than merchandising to get your product "over the hump". It takes TEAMWORK and that's what we deliver when you buy W I R E.

BASIC NBC

W I R E

5000 WATTS

National Representatives

JOHN E. PEARSON Company

New York • Chicago • Kansas City

**AFFILIATED IN OWNERSHIP, MANAGEMENT AND OPERATION
WITH THE INDIANAPOLIS STAR**

BIGGER Every Year!



Linda, Pat and Michael Lanphier

BIGGER List of Local Accounts

BIGGER List of National Accounts

BIGGER Audience

BIGGER Results

Year In and Year Out

WEMP Milwaukee

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

(Continued from page 242)

ECONOMICS LABS., St. Paul (Soilax). Agency: Newell-Emmett Co., N. Y. *sp*

EDELBRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New York. *sp sa*

JOHN EICHLER BREWING Co., New York. Agency: Geare-Marston Inc., Philadelphia. *sp sa*

EIGHT-IN-ONE Co., Chicago (cold tablets). H. W. Kastor & Sons, Chicago. *ne*

ELECTRIC AUTO-LITE Co., Toledo. Ruthrauff & Ryan. *sp*

ELECTRIC COMPANIES, N. W. Ayer & Sons, N. Y. *sp n*

ELECTRONICS CORP. OF AMERICA, N. Y. (institutional). Shappe-Wilkes Inc., N. Y. *ne*

ELGIN WATCH CO., Chicago. Agency: J. Walter Thompson Co., Chicago. *sa n*

DR. ELLIS SALES Co., Pittsburgh (cosmetics). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sa sp*

EMERGENCY LABS, N. Y. (Poslam). National Advertiser Agency, N. Y. *sp*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n ta sp*

EMERSON RADIO & PHONOGRAPH Corp., N. Y. William H. Weintraub, N. Y. *sp n*

EMPLOYERS GROUP INS. Co., Boston. Agency: H. B. Humphrey Co., Boston. *n sa*

ENGLANDER Co., Brooklyn (beds, springs, mattresses). Agency: Biow Co., N. Y. *n*

J. C. ENO Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *sa ta*

J. C. ENO Ltd., Toronto (toothpaste, Eno's salts). Agency: Atherton & Currier, Toronto. *sa sp t*

EPPENS-SMITH Co., New York (Holland House Coffee). Scheck Adv., Newark. *ne sp*

ESQUIRE PUBLICATIONS Inc., Chicago (for Coronet). Agency: Schwimmer & Scott, Chicago. *t sa n*

ESSLINGER Inc., Philadelphia (beer). Agency: Gray & Rogers, Philadelphia.

T. H. ESTABROOKS, St. John N. B. (Red Rose Tea). McConnell-Eastman & Co., Montreal. *sp*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n sa*

ETNA FOOD PRODUCTS, New York. *sp*

DAVID G. EVANS COFFEE Co., St. Louis (Old Judge Coffee). Ruthrauff & Ryan, Chicago. *ne*

GEORGE B. EVANS LABS., Philadelphia (eye lotion). Agency: John Falkner Arndt & Co., Philadelphia. *sa*

EVERSHARP Inc., Chicago (pens, pencils). Agency: Biow Co., N. Y. *n sp*

EVLO PHARMACAL Corp., Philadelphia. *sp*

EXCLUSIVE PERMANENT WAVE Co., New York. R. T. O'Connell, N. Y. *sa*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sp. n*

F

FALLS CITY BREWING Co., Louisville. Agency: Anfenger Adv. Agency, St. Louis. *sp*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Ruthrauff & Ryan, N. Y.; Dancer-Fitzgerald-Sample, Chicago. *n ne sp sa*

FANNY FARMER CANDY SHOPS, Rochester. Agency: J. Walter Thompson Co., N. Y. *sa*

FASTOP Inc., New York (bottle caps). Agency: F. J. Low Inc., N. Y. *sp*

FATHER JOHN'S MEDICINE Co., Lowell, Mass. Agency: McConnell Eastman & Co., Ltd., Montreal; Bertha Bannan, Boston; John W. Queen, Boston. *t sa*

SAL FAYNE Corp., Dayton. Agency: Douglas Hall, Dayton. *ta*

FRED FEAR & Co., Brooklyn (Chick, Chick, Magic Wand egg die). Agency: Menken Adv., N. Y. *sa t*

CHRISTIAN FEIGENSPAN BREWING Co., Newark (P. O. N. beer). Agency: E. T. Howard Co., N. Y. *rn sp*

FELS & Co., Philadelphia (Fels Naptha soap). Agency: S. E. Roberts Inc., Philadelphia. *sa t n sp*

(Continued on page 246)

We PUT it there!

Gardner Advertising Company
NEW YORK SAINT LOUIS
915 OLIVE STREET • • ST. LOUIS 1, MO.

November 3, 1944

Mr. Dal Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Claire Cari Cari
(Mrs. J. B. Cari-Cari)

CCC:ACB

B LUSHINGLY, we sunshine
this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

W H E B

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co.

Bertha Bannan

New York • • Chicago • Los Angeles

Boston



DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 244)

FEMININE PRODUCTS, New York (Arid deodorant). Agency: Street & Finney, N. Y.; Small & Seifter, N. Y. *sa ta*

FERRY-MORSE SEED Co., San Francisco. *sp*

MARSHALL FIELD & Co., Chicago. Agency: Charles Daniel Frey Adv. Agency. Chicago. *sa sp*

FIELD PACKING Co., Bowling Green, Ky. (Chesterfield hams and lard); M. R. Kopmeyer Co., Louisville. *ne sa*

J. H. FILBERT Inc., Baltimore (margarine). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

WILLIAM FILENE'S SONS Co., Boston. Agency: John C. Dowd, Boston. *sa*

FILIPPONE Co., Passaic (La Perla products). Agency: Filce Adv., Passaic *sp*

FIRESTONE TIRE & RUBBER Co., Akron (tires and tubes). Agency: Sweeney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *sp*

FISHER FLOURING MILLS Co. (Biskit-Mix flour), Seattle Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *n ne sa sp*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp*

FITZPATRICK BROS, Chicago (Kitchen Klezzer). Agency: Arthur Meyerhoff & Co., Chicago. *ta*

FITZSIMMONS STORES, Los Angeles (chain grocers). Agency: McElroy Adv., Los Angeles. *ne*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; W. N. Garrison & Co., Chicago. *n rn sa t*

J. A. FOLGER & Co., Kansas City (coffee). Agencies: Raymond R. Morgan Co., Hollywood; Grant Adv., Chicago. *sp*

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

JAMES FORBES TEA & COFFEE Co., St. Louis. *sa*

FORD-HOPKINS Co., Chicago (Eight-in-One cold tablets). Agency: H. W. Kastor & Sons Adv., Chicago. *sp*

J. B. FORD Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son, N. Y. *sa*

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal; J. Walter Thompson Co., Chicago. *n rn sa sp t*

FORE PRODUCTS Co., New Orleans (H-F Athletes Foot med.). Agency: Stevens, Howcott & Halsey, New Orleans. *sa*

FOREMAN & CLARK, Chicago (clothing). Agencies: Firestone Adv. Agency, St. Paul; Constantine & Gardner, Los Angeles. *sa sp*

FORMFIT Co., Chicago (foundations). Agency: Buchanan & Co., Chicago. *sp*

FORT PITT BEDDING Co., Pittsburgh (mattresses). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sp*

FORT PITT BREWING Co., Sharpsburg, Pa. Agencies: BBDO, New York and Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

42 PRODUCTS Inc., Los Angeles (toiletries). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t ta n*

FOSTER DACK Co., Toronto (Mecca ointment). Agency: A. J. Denne & Co., Toronto. *sa*

FOSTER-MILBURN Co., Buffalo (Doan's pills, ice mint). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *ne sa ta*

E. FOUGERA & Co., New York (Vapex, Don Juan lipstick). Agencies: Small & Seiffer, N. Y.; Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham.

Castleman & Pierce, N. Y.; Spot Broadcasting Inc., N. Y. *sa*

I. J. FOX, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. *sa*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp ta sa*

FRAILEY PRODUCTS New York (Chafix, medical lotion). Agency: Grant Adv., N. Y. *sp*

FREED-EISEMANN Co., New York. Agency: Lawrence Fertig & Co., N. Y.

FREEMAN COAL Co., Chicago. Agency: Goldman & Gross, Chicago. *ne*

FREIHOFFER BAKING CO., Philadelphia (Hollywood bread). Agency: Richard A. Foley Adv., Philadelphia.

FRENCH KITCHEN FOODS Corp., Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *ta*

S. FRIEDER & SONS Co., Cincinnati (Garcia Grande & Habanello Cigars). Agency: Al Paul Lefton Co., Chicago. *sp*

FROSTED FOODS Corp. (Birds Eye frosted foods), New York. Agency: Young & Rubicam Inc., N. Y.

FRUITIVES PRODUCTS, Toronto (proprietary). Agency: McConnell-Eastman & Co., Toronto. *sp*

FUNK BROS. SEED Co., Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

G

GABY SALES Co., Philadelphia. Agency: Harry Feigenbaum, Philadelphia. *sa*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *ne n*

F. J. GALLO WINE Co., Modesto, Cal. Agency: Charles H. Mayner Co., Los Angeles. *sp ta*

GALLOWHUR CHEMICAL Corp., New York. (Skat insecticide). Agency: Rich-

ard C. Mouk Co., N. Y. *sa*

GALVIN MFG. Corp., Chicago (radio equipment). Agency: Gourfain-Cobb, Chicago. *sp*

GAMBRELLI & DAVITTO WINE Co., New York. Agency: Jackson & Co., N. Y.

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *n sa sp t ta*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson Inc., Toledo; Ruthrauff & Ryan, Chicago and N. Y. *sa ta*

GERHARDT CHILI POWDER Co., San Antonio. Agency: Pitluk Adv. Co., San Antonio. *sa*

GEM PACKING Co., Brooklyn (food products). Agency: Commercial Radio, N. Y. *sp*

GENERAL BAKING Co., New York (Bond bread). Agencies: BBDO, N. Y.; Newell-Emmett Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. *n sa sp t ta*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). *ne n*

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland, O., & Bridgeport, Conn. (electrical devices). Agencies: Maxon Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland; N. W. Ayer & Son, N. Y. *n sa t sp ne*

GENERAL FOODS Corp., New York. Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Sanka, La France Postum); Benton & Bowles, N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's Certo, Diamond Crystal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

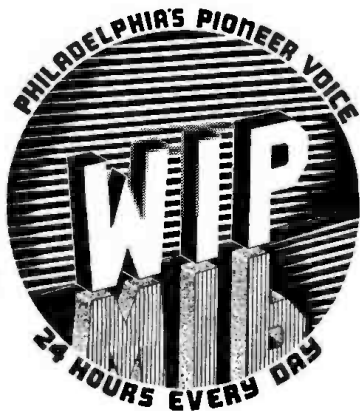
GENERAL FOODS Ltd., Toronto (Certo, Palmolive soap, Colgate toothpaste, Halo shampoo). Agency: Baker Adv. Ltd., Toronto. *n sa*

(Continued on page 248)

More Quarter Hours
are sold to
national and local sponsors on
WKRC
than on any other
network station
in
Cincinnati

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!

Sweet Gimbel Jr.
President



5000 WATTS

610 K. C.

Philadelphia **MUTUAL** Affiliate . . . Represented Nationally by Geo. P. Hollingbery Co.

WGST

ATLANTA

920 Kc.

CBS
Affiliate

TOPS

In program
entertainment
through its spirited
local showmanship
and its affiliation
with CBS

A member of
The Georgia
Major Market
Trio, WGST is
also available in
combination with
WTOC Savannah and
WMAZ Macon—
for complete cover-
age of Georgia at
one low cost.

Represented Nationally by

THE KATZ AGENCY, Inc.

RADIO ADVERTISERS

(Continued from page 246)

- GENERAL MILLS**, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Dancer-Fitzgerald-Sample, Chicago (Kix); Westco Adv. Co., San Francisco (Sperry flour). *sp sa ta n*
- GENERAL MOTORS Corp.**, Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y.; Picard Adv., Detroit. *n sa sp rn ta*
- GENERAL PETROLEUM Corp.**, Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*
- GENERAL SEAFOODS Corp.**, Boston (Forty Fathom Fish). Agency: Alley & Richards Co., Boston & N. Y. *sa*
- GENERAL TIRE & RUBBER Co.**, Akron. Agency: D'Arcy Adv., N. Y. *sp*
- GERBER Co.**, Memphis (dept store). Direct. *ne*
- GIBSON VITAMIN Co.**, Harlan, Ia. Agency: W. L. Vomak Inc., N. Y. *t*
- GILLETTE SAFETY RAZOR Co.**, Boston. Agency: Maxon Inc., N. Y. *sp n*
- GILLETTE SAFETY RAZOR Co.** of Canada, Montreal. Agency: Maxon Inc., Detroit. *n*
- GILMORE OIL Co.**, Los Angeles (Red Lion, Record Breaker gasoline). Agencies: Botford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. *rn sa ts sp*
- GIMBEL BROS.**, Philadelphia (dept store). Agency: Direct. *sa ts*
- GLENWOOD RANGE Co.**, Taunton, Mass. Agency: Alley & Richards, Boston. *sa*
- GLIDDEN Co.**, (Durkee Famous Foods), Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*
- GLIDDEN Co.**, Cleveland (Spred Paints). Agency: Meldrum & Fawcett, Cleveland. *sa*
- GLOBE BREWING Co.**, Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore. *sp ne t*
- GLOBE GRAIN & MILLING Co.**, Los Angeles (A-1 flour). Agency: McCann-Erickson, Los Angeles. *t*
- GLOBE MILLS**, Seattle (flour). Agency: McCann-Erickson, San Francisco. *sp sa*
- GOLDEN AGE Corp.**, Los Angeles (meatoni). Agencies: Brisacher, Davis & Staff, Los Angeles; Hillman-Shane-Breuer, Los Angeles. *sa*
- GOLDEN STATE Co.**, San Francisco (dairy products). Agencies: Ruthrauff & Ryan, San Francisco; Ned Newman Adv., Los Angeles; BBDO, San Francisco. *sp ta ne*
- GOOD FOODS**, Minneapolis (Skippy Peanut butter). Agency: Guild Adv. Agency, San Francisco. *sp*
- GOOD LUCK FOOD Co.**, Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*
- GOODALL Co.**, Cincinnati (Palm Beach clothes). Agency: Ruthrauff & Ryan, Chicago. *sa*
- B. F. GOODRICH Co.**, Los Angeles. Agency: BBDO, Los Angeles. *ta n*
- GOODYEAR SERVICE STORES**, Los Angeles (Southern Cal auto accessories chain). Agency: Smith & Bull Adv., Los Angeles. *ne sa t*
- GOODYEAR TIRE & RUBBER Co.**, Akron. Agency: Arthur Kudner Inc., N. Y. *sp n*
- GOSPEL BROADCASTING Assn.**, Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp n*
- GOTHAM HOSIERY Co.**, N. Y. Agency: Sterling Adv. Agency, N. Y. *sp n*
- GOULARD & OLENA Co.**, New York (insecticides). Agency: Metropolitan Adv., N. Y. *sp*
- BARBARA GOULD Inc.**, N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*
- GRABOSKY BROS.**, Philadelphia (cigars). Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sa*
- GRAGNANO PRODUCTS**, San Francisco (spaghetti sauce). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*
- GREAT ATLANTIC & PACIFIC TEA Co.**, Boston. Agency: Paris & Peart, N. Y. *rn sa ta*
- GRECIAN CHEMICAL Co.**, Philadelphia (Olvio hair tonic). Philip Klein, Philadelphia. *sp*
- GRELVA Inc.**, New York (Crashe skin lotion). Agency: Blackstone Co., N. Y. *sa*
- GRETZ BREWING Co.**, Philadelphia. Agency: Seberhagen Adv., Philadelphia. *sa*
- GRIESEDECK BROS. BREWERY**, St. Louis. Agencies: Ruthrauff & Ryan, N. Y.; BBDO, Chicago. *sp sa ne*
- GRIESEDECK WESTERN BREWERY Co.**, Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. *sp sa*
- GRIFFIN MFG. Co.**, Brooklyn (shoe Polish). Agency: Birmingham, Castleman & Pierce, N. Y. *sa n ne sp t ta*
- GROCERS PACKING Co.**, Los Angeles (Budget cellophane packaged foods). Agency: Raymond R. Morgan Co., Hollywood. *t*
- GROVE LABS.**, St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago; Donahue & Coe, N. Y. (Vitamins). *ne n*
- GRUEN WATCH Co.**, Cincinnati. Agencies: Compton Adv., N. Y.; McCann-Erickson, N. Y. *t sa*
- GRUEN WATCH Co.**, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*
- GRUMMAN AIRCRAFT & ENGINEERING Corp.**, Bethpage, Long Island. Agency: Chas. W. Hoyt Co., N. Y. *ta*
- GUITTARD CHOCOLATE Co.**, San Francisco (sweet ground chocolate). Agency: Shirley Walker Adv., Los Angeles. *sp*
- CHARLES GULDEN**, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp ne*
- GULF OIL Corp.**, Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. *t sp n*
- GUM LABS.**, Clifton Hts., Pa. (Ivoryne Peroxide medicated gum). Agencies: McCann-Erickson, N. Y.; McJenkins Adv., Chicago.
- GUNTHER BREWING Co.**, Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. *sp sa t*

H

- HALL BROS.**, Kansas City (greeting cards). Agency: Henri, Hurst & MacDonaid, Chicago. *sp n*
- HALLICRAFTERS Co.**, Chicago (institutional). Agency: Burton Browne Adv., Chicago. *sp*
- HAMILTON ROSS INDUSTRIES**, New York (watches). Agency: Roche, Williams & Cleary, N. Y. *ne*
- PETER HAND BREWERY Co.**, (Meister Brau beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*
- CHRIS HANSEN LABS.**, Little Falls, N. Y. (Junket, Rennet). Agency: Mitchell-Faust Adv. Agency, Chicago. *sa sp*
- CHRIS HANSEN'S LABORATORY**, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ts*
- HARMON WATCH Co.**, New York. Agency: Moss Associates, N. Y. *ne*
- HARTZ MOUNTAIN PRODUCTS**, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp n*
- HARVEL Co.**, New York (watches). Agency: A. W. Lewin, N. Y. *sp ne sa*
- HASSENSTINE Co.**, Hollywood (movie wave). Agency: Lou Sterling Assoc., Hollywood. *sa*
- HASTINGS MFG. Co.**, Hastings, Mich. Agency: Keeling & Co., Minneapolis. *ne*
- HAWAIIAN PINEAPPLE Co.**, Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*
- HEALTHAIDS**, Jersey City (Serutan vitamin beverage). Agencies: Raymond Spector Co., Ruthrauff & Ryan, N. Y. (Kelp-I-Dine vegetable products); William N. Scheer Adv., Newark. *t n sp ne sa*
- HEARST Corp.**, New York (newsPapers). *t*
- THE HECHT CO.**, Washington (dept store). Agency: Koster Adv., Washington. *sp*
- G. HEILEMAN BREWING Co.**, La Crosse, Wis. (Old Style lager). Agency: L. W. Ramsey Co., Chicago. *sa*
- H. J. HEINZ Co.** of Canada, Toronto. Agency: MacLaren Adv. Co.
- H. J. HEINZ Co.**, Pittsburgh (Swirl soap; soup). Agency: Maxon Inc., Detroit. *sa n*
- HELBROS WATCH Co.**, New York. Agency: William H. Weintraub & Co., N. Y. *n*

(Continued on page 250)



WFBL

SYRACUSE, N. Y.

*the Greatest Selling -
Power in Central New York*

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post-war-prepared" market than any other station. (Figures available if you want them.)

**MEMBER BASIC NETWORK
COLUMBIA BROADCASTING SYSTEM**

FREE and PETERS ★ Exclusive National Representatives

FIRST ★
FOR WFBL ★

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 248)

- HENNAFOAM Corp.**, New York (shampoo). Agency: Arthur Rosenberg Co., N. Y. *sa*
- DR. HESS & CLARK Inc.**, Ashland, O. (livestock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*
- CHR. HEURICH BREWING Co.**, Washington, D. C. Agency: Romer Adv. Co., Washington. *ns*
- HILLMAN PERIODICALS**, New York (Pafeant magazine). Agency: Erwin, Wasey & Co., N. Y. *sa*
- HILLMAN PURE FOODS**, Chicago. Agency: Julian Frank Agency, Chicago. *sa*
- HILLS BROS.**, New York (dates, bread mix). Agency: Biow Co., N. Y. *sa ta*
- HILLS BROS.**, San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*
- CHARLES E. HIRES Co.**, Philadelphia (root beer). Agency: N. W. Ayer & Son, N. Y. *sa sp*
- HI-VITAMIN Corp.**, New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*
- HILEX**, St. Paul. Agency: McCord Co., Minneapolis. *sa*
- HOFFMAN RADIO Corp.**, Los Angeles. Agency: Hixson-O'Donnell Adv., Los Angeles. *ns n*
- HOHENADEL BREWING Co.**, Philadelphia. Agency: Benjamin Eshelman Co., Philadelphia. *sp*
- HOLLAND FURNACE Co.**, Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Globe Adv. Agency, Chicago; Roche, Williams & Cleary, Chicago. *n t n*
- HOME OIL DISTRIBUTORS Ltd.**, Vancouver. *sp*
- HOOVER GLASS & PAINT MFG. Co.**, Chicago. Agency: Goodkind, Joice & Morgan, Chicago. *sa*
- HORN & HARDART**, Philadelphia. Agency: Clements Co., Philadelphia. *sp*
- JOSEPH HORNE Co.**, Pittsburgh (dept. store). Agency: Walker & Downing, Pittsburgh. *sp*
- JACOB HORNING BREWING Co.**, Philadelphia (beer). Agency: John Faulkner Arndt, Philadelphia. *t sp*
- HOROWITZ-MARGARETEN Co.**, New York (food). Agency: Advertisers Broadcasting Co., N. Y. *sa sp*
- B. HOUE-GROTHE**, Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *sp*
- HOUSE OF DIAMONDS**, New York. Agency: Blackstone Co., N. Y. *t*
- HOUSEHOLD CHEMISTS**, New York (Shyn-O-Way). Agency: Pettingell & Fenton, N. Y.
- HOWARD CLOTHES Inc.**, New York. Agency: Redfield-Johnstone, N. Y. *sp n*
- HUBINGER Co.**, Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*
- RICHARD HUDNUT Inc.**, New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*
- HUDSON COAL Co.**, Scranton. Agency: Clements Co., Philadelphia. *ns n*
- HUDSON PULP & PAPER Corp.**, New York & Philadelphia (paper napkins). Agencies: Joseph Katz Co., N. Y.; Lawrence Fertis & Co., N. Y. *sa*
- HULMAN & Co.**, Terre Haute, Ind. (Clabter Girl baking powder). Agency: Pollyea Adv., Terre Haute. *sa ta*
- HUMBLE OIL & REFINING Co.**, Houston. Agency: Franke-Wilkinson-Schwartz, Houston. *n sa sp rn*
- HUNT PACKING Co.**, San Francisco. Agency: Garfield & Guild, San Francisco. *sp n*
- HUNTER PACKING Co.**, East St. Louis, Ill. Agency: Oakleigh-French Adv. Agency, St. Louis. *sp*
- HYDE PARK BREWERIES**, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*
- HY-TROUS Corp.**, Boston (plant food). Agency: Broadcast Adv., Boston. *sa*
- I**
- IGLEHART BROTHERS Co.**, New York (flour) subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*
- ILLINOIS MEAT Co.**, Chicago. Agency: Arthur Meyerhoff Agency, Chicago. *sp*
- IMPERIAL SUGAR Co.**, Sugar Land, Texas. Agency: Tracy-Locke, Dallas. *sp*
- IMPERIAL TOBACCO Co.**, Montreal (Winchester cigarettes). Agency: Whitehall Bestig. Ltd., Montreal. *ta sp*
- INDUSTRIAL TAPE Corp.**, New Brunswick, N. J. (Texcel). (Johnson & Johnson subsidiary. Agency: M. H. Hackett & Co., N. Y. *ta*
- INTERCHEMICAL Corp.**, New York. (Mil-Du-Rid paint product). Agency: Samuel C. Croot Inc., N. Y. *sa*
- INTERNATIONAL SALT Co.**, Scranton. Agency: J. Mathes Inc., N. Y. *n sa*
- INTERNATIONAL SHOE Co.**, St. Louis (Conformal Footwear division). Agency: Guilford Adv., N. Y. *sa*
- INTERNATIONAL SILVER Co.**, Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *ns n*
- INTERSTATE BAKERIES Corp.**, Kansas City, Mo. (Butternut bread, Dolly Madison cake). Agency: R. J. Potts & Co., Kansas City. *ns*
- INTERSTATE COTTON OIL REFINING Co.**, Sherman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv. Agency, Dallas. *rn sp*
- INTERSTATE LABS**, Louisville, Ky. (Vitamin and Oculine). Agency: Farson & Huff, Louisville. *t*
- IRONIZED YEAST Co.**, Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n sa sp rn*
- ISALY DAIRY Co.**, Pittsburgh. Agency: Ketchum, MacCleod & Grove, Pittsburgh. *sp*
- ISBRANDTSEN STEAMSHIP Co.**, N. Y. ("26" Coffee, under Isbrandtsen-Moller Co. food subsidiary). Agency: Cowan & Densler, N. Y. *sa*
- J**
- C. E. JACOBS PACKING Co.**, Chicago (soup). Agency: Rogers, Gano & Bachrodt, Chicago.
- JANTZEN KNITTING MILLS**, Portland, Ore. Agency: Botsford, Constantine & Gardner, Portland. *ns n*
- JAVEX MFG. Co.**, Toronto (cleanser). Agency: MacLaren Adv., Toronto. *sp*
- DR. D. JAYNE & Co.**, Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*
- JOHN F. JELKE Co.**, Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t sa*
- ANDREW JERGENS Co.**, Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. *sp ns n*
- JEWEL TEA Co.**, Barrington, Ill. (groceries). Agency: Goodkind, Joice & Morgan, Chicago.
- JOHNS-MANVILLE Corp.**, New York. Agency: J. Walter Thompson Co., N. Y. *sp n ns*

(Continued on page 252)

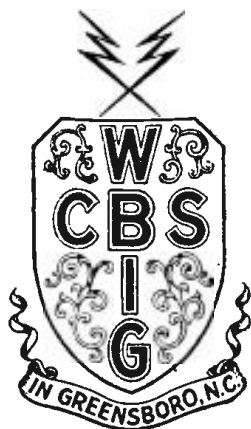
WINX

The Washington Post Station
WASHINGTON 1, D. C.

Truly Washington's Home Station

Represented Nationally by FORJOE & CO. New York, Chicago, Philadelphia

In The Public Service



Centering the Richest and most Populous
Area in all the
Southeast

An Effective Aid to Commerce

BEAUMONT MEANS BUSINESS!



Bustling with war-busy Americans—more than 90,000 of whom recently immigrated to this rich market—the Sabine area of Texas today boasts a population in excess of a quarter of a million.

Here, in the counties of Jefferson and Orange, are over 500,000 hands well-filled with currency . . . hands that are ready to reach for your product if your advertising reaches the receptive minds that guide them. And KFDM is the major network station which really gives you coverage and deep penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this wealthy market. Ask for the facts today.

REPRESENTED BY TAYLOR-HOWE-SNOWDEN RADIO SALES

KFDM
 BEAUMONT, TEXAS
 BLUE NETWORK, 560 K.C., 1,000 WATTS
 MEANS BUSINESS

SERVING THE
 MAGNETIZED
 SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

RADIO ADVERTISERS

(Continued from page 250)

- S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n sa*
- S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*
- JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agencies: Ferry-Hanly Co., N. Y.; (Band-Aid) Young & Rubicam, N. Y.; N. W. Ayer & Son, N. Y. *n sa ta*
- JOHNSTONE DRUG SALES Corp., Rochester (Kleenite). Agency: Armand S. Weill, Buffalo. *sa n*

K

- KASCO MILLS, Waverly, New York (dog food). Agency: Campbell-Sanford Adv. Co., Cleveland. *sp sa*
- KATZ DRUG Co., Kansas City. Agency: Bruce B. Brewer & Co., Kansas City *sa sp*
- KAY-DAUMIT COSMETICS, Chicago. Kuttner & Kuttner Adv. Agency, Chicago. *sp*
- KAY JEWELRY Co., Oakland, Cal. Agency: Garfield & Guild, San Francisco. *sp n*
- KAY PREPARATIONS Co., New York (Formula 301 for skin blemishes). Agencies: Director & Lane, N. Y.; Erland Adv., N. Y. *sa*
- KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner). Agency: Little & Co., Los Angeles. *sp t*
- KELLEY DOUGLAS Ltd., Vancouver (Nabob coffee). Agency: Cockfield Brown & Co., Montreal. *sp*
- KELLOGG Co., Battle Creek, Mich. (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits, All-Bran, Pep-Gro-Pup, Bran Flakes, Wheat Krispies and feeds). Agencies: Kenyon & Eckhardt, N. Y.; J. Walter Thompson Co., N. Y. *t sa sp sa n*
- KELLOGG Co. of Canada, London, Ont. (corn flakes). Agencies: J. Walter Thompson Co., Toronto; Kenyon & Eckhardt, Montreal. *ta sa*
- C. D. KENNY Co., Baltimore (Norwood Coffee). Agency: Joseph Katz Agency, Baltimore. *sa*
- KERR GLASS MFG. Corp., Los Angeles (Mason jars). Agency: Goodkind, Joyce & Morgan, Hollywood. *n sa*
- KERR'S BUTTER SCOTCH Inc., Jamesburg, N. J. Agency: Tracy-Locke-Dawson, N. Y. *sa sp*
- KEYSTONE MACARONI Co., Philadelphia. Agency: James G. Lamb, Philadelphia. *sa*
- KING FEATURES SYNDICATE, N. Y. (newspapers). *sa*
- KINSLow'S MILLING Co., Los Angeles (Wheat Nuts). Agency: Associated Adv. Agency, Los Angeles. *sp*
- KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son, N. Y.; Newell-Emmett Co., N. Y. (div. of Colgate-Palmolive-Peet Co., N. Y.). *sa sp*
- KNOMARK MFG. Co., Brooklyn (Esquire Boot Polish). Agency: Consolidated Adv., N. Y. *sp*
- KNOX CO., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp ne*
- KNOX GELATINE Co., Johnstown, N. Y. (gelatin). Agency: Kenyon & Eckhardt, N. Y. *sp sa*
- KOLYNOS Co., New Haven (div. of Amer. Home Products). (Toothpaste). Agencies: Dancer-Fitzgerald-Sample, N. Y.; Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*
- KOPPERS Co., Pittsburgh, Pa. (subsidiary of Koppers United Co.) (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*
- KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkway oleo). *n sp sa*
- KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

L

- L. B. LABS, Hollywood (hair oil). Agency: Glasser-Gailey & Co., Los Angeles. *sa ne*
- LACO PRODUCTS, Baltimore (shampoo). Agency: Joseph Katz, Baltimore. *sa*
- LADY ESTHER Co., Evanston, Ill. (cosmetics). Agency: Blow Co., N. Y. *n sa sp*

- FRED A. LALLEMAND & Co., Montreal (yeast). Agency: Stabfield & Blaikie, Montreal. *sa*
- LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine tooth-paste). Agencies: Lambert & Feasley, N. Y.; Ruthrauff & Ryan, Chicago (Beams vitamins). *n sa t sp*
- LAMBERT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa rn*
- LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*
- LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco; Pacific Coast Adv., San Francisco. *rn sp sa*
- LANTEEN MEDICAL LABS., Chicago (Vi-Teens vitamin tablets). Agencies: Vanden Co., Chicago; McCann-Erickson, Chicago. *sa*
- LARABEE FLOUR MILLS Co., Kansas City (Larabee's Best). Agency: Potts-Turnbull Co., Kansas City. *t*
- LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *ta sa sp*
- LAURENTIAN AGENCIES Reg'd., Montreal (Florida water). A. McKim Ltd., Montreal. *sa*
- S. F. LAWRENSON Co., Toronto (Snowflake Ammonia). Agency: MacLaren Adv. Toronto. *sp*
- LEAF CHEWING GUM Co. (Leaf Spearmint Gum), Chicago. Agency: Bozell & Jacobs, Chicago.
- LEDERLE LABS, N. Y. (biological & pharmaceutical products) (unit of American Cyanamid Co.). Agency: Hazard Adv., N. Y. *sp*
- FRANK W. LEE Co., Danbury, Conn. (hats). Agency: Birmingham, Castleman & Pierce, N. Y. *sp n*
- THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *sa ta*
- DR. LE GEAR MEDICINE Co., St. Louis (poultry remedy). Agencies: Simmonds & Simmonds, Chicago; Pondrom & Collins, Dallas. *sp*
- LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond cream). Agencies: Wm. Esty & Co., N. Y.; Lenzen & Mitchell, N. Y. (Lysol). *ta sp*
- LEHN & FINK, Canada, Toronto (Hinds Honey & Almond Cream). Agency: Spitzer & Mills, Toronto. *sa*
- LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*
- LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinsol) Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap), BBDO, N. Y.; (Vimms), Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Spry, Lipton tea, Swan soap). *n sp t sa*
- LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y.; Joseph Hershey McGilvra, N. Y. *t n sa*
- LEWIS CIGAR Co., New York (Seidenberg cigars). Agency: Lewis Adv., N. Y. *sa*
- LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; J. Walter Thompson Co., Chicago (Tums); Roche, Williams & Cleary, Chicago & N. Y. *n sp*
- LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Eastman & Co., Toronto. *t sa sp*
- LIBBY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*
- LIFE SAVERS Corp., Port Chester, N. Y. (Alkaid). Agency: Young & Rubicam, N. Y. *sa*
- LOUIS K. LIGGETT Co., Toronto (drug chain). Agency: Ronalds Adv., Toronto. *t*
- LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*
- LILY OF FRANCE CORSET Co., N. Y. Agency: Federal Adv., N. Y. *sa*
- LINHALL Co., Minneapolis (Chic Permanent Wave). Agency: McCord Co., Minneapolis. *sa*

(Continued on page 254)

One Of America's
Finer Stations ...

WBOC

RADIO PARK
SALISBURY, MD.



**ONLY STATION ON
THE RICH 200 MILE
LONG DEL-MAR-VA
PENINSULA**

**MUTUAL
BROADCASTING
SYSTEM
MARYLAND
COVERAGE
NETWORK**

*John W. Downing - Pres.
Charles J. Truitt - Mgr.*

To REACH VIRGINIA'S STABLE MARKETS

The rich markets of Richmond, and Virginia, covered by Station WRNL, are stable markets . . . the markets you want to cultivate for present and Post-War sales.

For first choice, then, you'll choose the stable Richmond station . . . WRNL.

PROOF OF RESULTS
FROM RICHMOND'S

WRNL

• 70.8% of the National advertisers on this station are renewals.

• 88% of the local advertisers on this station are renewals.

THERE MUST
BE A REASON
. . . and, of
course, there
is!

IN VIRGINIA YOU
REACH MORE PEOPLE
AT LOW COST ON
RICHMOND'S
FAVORED RADIO STATION

5000 WATTS
NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVE •••



RADIO ADVERTISERS

(Continued from page 252)

THOMAS J. LIPTON, Hoboken, N. J. (tea, Continental soup mix). Agency: Young & Rubicam, N. Y. sa n

LIT BROTHERS, Philadelphia (dept. store). sp

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheat flour). Agency: Rogers & Smith, Chicago. sp t

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health food). Agency: Little & Co., Los Angeles. sa

DR. LOCKE SHOE STORES, Philadelphia. Agency: Aaron & Brown, Philadelphia. sa

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. Agency: Foote, Cone & Belding, Los Angeles. sp n

LOCK'S LABS, N. Y. (corn remover & foot talc). Agency: H. C. Morris & Co., N. Y. sa

LOEW'S THEATRES, New York. Agency: Donahue & Coe, N. Y. sa

LOMA LINDA FOOD PRODUCTS (cereals), Arlington, Cal. Agency: Gerth-Pacific Adv., San Francisco. sp sa

LONDONDERRY ICE CREAM Co., San Francisco (ice cream powder). Agency: Brisacher, Davis & Van Norden, San Francisco.

LONGINES-WITNAUER WATCH Co., N. Y. Agency: Arthur Rosenberg Co., N. Y.

LOOK Inc., Des Moines (magazine). Agencies: DeReger & Brown, Des Moines; Raymond Spector Co., N. Y. sa sp

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. n

LORIE Ltd., Toronto, (watches). Agency: A. McKim, Toronto.

P. LORRILARD Co., New York (Old Gold cigarettes, etc.). Agency: Lennen & Mitchell, N. Y. sa ne sp n

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. ne n

ANDY LOTSHAW Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. sp n ne

M. LOUIS PRODUCTS Co., N. Y. (Eggnog shampoo). Agency: Hirshon-Garfield, N. Y. sa

JOE LOWE Corp., N. Y. (Creamsickle, fudgesickle, popsicle). Agency: Abholt Kimball Co., N. Y.

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. sp sa

LUER PACKING Co., Vernon, Cal. (meat packers). Agency: Mays & Bennett, Los Angeles. sp

GEORGE W. LUFT Co., N. Y. (Tangee Petal finish powder & cosmetics). Agency: Warwick & Legler, N. Y. sp sa n

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. ta n ne sa

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agencies: Kelly, Stuhlman & Zahndt, St. Louis; Gotham Adv., N. Y. n t sp

LYMANS AGENCIES, Toronto (Fellows Syrup). Agency: Ronalds Adv., Toronto. ne

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, N. Y. sp n

M

MAOFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris Co., N. Y.; Raymond Spector Co., N. Y. sa

MACGREGOR - GOLDSMITH, Cincinnati (sporting goods). Agency: Hugo Wagenseil & Assoc., Dayton. sp

R. H. MACY, New York (department store). Agency: Young & Rubicam, N. Y. sp

MAGGIC Inc., New York (seasoning & bouillon cubes). Agency: Needham & Grohmann, N. Y.

MAIER BREWING Co., Los Angeles. Agency: Philip J. Meany, Los Angeles. sp

MAIL POUCH TOBACCO Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. sp n

MAINE DEVELOPMENT COMMISSION, Augusta (potatoes). Agency: Brooke, Smith, French & Dorrance, N. Y. sa

MAJOR VITAMINS Inc., New York. Agencies: Grey Adv., N. Y.; Peck Adv., N. Y. sa sp n

MANCHESTER BISCUIT Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. ne

MANGELS-HEROLD Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia. sa

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). t n ne

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. sp t

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. sp t n

MARGLO PRODUCTS, N. Y. (pet food). Agency: S. Duane Lyon Inc., N. Y. sa

MARLIN FIREARMS Co., New Haven (razor blades, shave cream). Agency: Craven & Hedrick, N. Y. ta sa

MARLON CONFECTIONS Co., N. Y. Agency: Accurate Adv., N. Y. sp

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. sp n

JOSEPH MARTINSON, New York (coffee). Agencies: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. ne sp

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. sa ta n

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co. Agency: Erwin, Wasey & Co., N. Y. ta sa

MASSEY-HARRIS Co., Racine, Wis. (farm implements). Agency: Cranmer-Krasselt, Milwaukee. ta

MASSEY-HARRIS Co., Toronto (farm implements). Agency: Cockfield, Brown & Co., Toronto.

C. MATTELAGE SALES Co., N. Y. (You-all French Salad Dressings). Agency: St. George & Keyes, N. Y. sa

MAY Co., Los Angeles (department store). Agency: Milton Weinberg Adv. Co., Los Angeles. ne sp

GEORGE S. MAY Co. (industrial engineers). Agency: Jim Duffy Inc., Chicago.

OSCAR MAYER & Co., Madison, Wis. (meat packers). Agency: Mitchell-Faust Adv. Co., Chicago.

MAYFLOWER DRESS Co., N. Y. Agency: Sterling Adv., N. Y. sp

MCCOLL-FRONTENAC OIL Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. n sp

McILHENNY Co., Avery Island, La. (sauce). Agencies: Ambrey, Moore & Wallace, Chicago; Huber Hoge & Sons, N. Y. sa t ta

ALFRED D. McKELVEY Co., N. Y. (Seaforth toiletries). Agency: Morse International, N. Y.

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman & Ellis Co., N. Y.; J. D. Tarcher & Co., N. Y.; Ivey & Ellington, N. Y. sa sp n ta ne n

McLARENS Ltd., Hamilton, Ont. (food products). Agency: James Fisher Co., Toronto. t

McLAUGHLIN & Co., Chicago (Manor House coffee). Agencies: Ivan Hill Adv. Agency, Chicago; Sherman K. Ellis Co., Chicago.

McRAE HEALTH PRODUCTS, N. Y. (Kelray reducing agent). Agency: William N. Scheer, Newark. sa

MEADOW GOLD DAIRIES Inc., Pittsburgh. Agencies: Walker & Downing, Pittsburgh; F. A. Ensign, Pittsburgh. sp

MEDUSA PRODUCTS OF CANADA, Toronto (paints). Agency: McConnell-Eastman, Toronto. sa

MEGOWAN-EDUCATOR FOOD Co., Boston (toasterettes, crax). Agency: Duane Jones Co., N. Y. sa

B. MEIER & Co., New York (Broadcast Redi-Meat Dist., Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc.; H. C. Morris, N. Y. sa

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. sp ne

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. n ne sp

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. sa n ne

MERCHANTS BISCUIT Co., Denver (Supreme Salad Wafers). Agency: Ball & Davidson, Denver. sa

(Continued on page 256)

The Most Overworked Words in Advertising:

■ There are a lot of dodo words in the dictionary. And plenty of them are in general use today.

They have found their way into the advertising business — not into advertising copy, so much as into the daily patter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

■ ■ ■ ■

Influence isn't something you either have or have not. Almost everybody has at least a little influence. Some organizations have a very big share of it.

And some advertising media possess it so profoundly, so — well, so *completely* — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

■ ■ ■ ■

In the publication field, certain great newspapers have *influence and more than influence*.

So do certain great national weeklies; so do some of the great national networks.

In every media classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has *influence and more than influence*.

It's a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained *influence and more than influence* just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but

of *acts*. And that, we believe, is where we come in. The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word *influence* implies.

There are cases on record — and plenty of them — where an advertiser has "tried everything" in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to *perform* these acts, before we could talk about them in print.

They stand as evidences of the *influence and more than influence* offered to you by WSYR, WTRY, WKNE, WELL.

Time on the air is what we sell. But what you buy is *influence and more than influence* . . . worth every dollar you put into it.

■ ■ ■ ■



WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene, N. H., **WELL** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELL, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*

Southern New York's
Best Buy!

WENY

NBC Mutual

HOOPER LISTENING INDEX
MID-WINTER 1944

8 A.M.—12N.
Mon. thru Fri.

72.2

12 N.—6 P.M.
Mon. thru Fri.

66.2

6 P.M.—10 P.M.
Sun. thru Sat.

62.5

Owned and operated by

ELMIRA STAR-GAZETTE, INC.

ELMIRA, N.Y.

J. P. MCKINNEY & SON, National Representatives
New York - Chicago - San Francisco

RADIO ADVERTISERS

(Continued from page 254)

MERRIA CHEMICAL LAB., Columbus (Merria Moth Chemicals). Agency: First United Broadcasters, Chicago. *sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Co., N. Y. *sa ta n*

MEYER BROS. DRUG Co., St. Louis. Agency: Anfenser Adv., St. Louis. *t*

MIAMI MARGARINE Co., Cincinnati (Nu-Maid Margarine). Agency: Ralph H. Jones Co., Cincinnati. *ta*

MICHEL COSMETICS Co., Long Island, N. Y. Agency: Irwin Vladimir & Co., New York. *t ta*

MICHIGAN BULB Co., Holland, Mich. (tulip bulbs). Agency: First United Broadcasters, Chicago. *t*

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City. *sp ta ne*

MILES LABS., Elkhart, Ind. (Nervine, Anti-pain pills, Alka-Seltzer). Agencies: Associated Adv. Agency, Los Angeles; Wade Adv. Agency, Chicago (One-A-Day). *n sp t*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

RUSSELL-MILLER MILLING Co., Minneapolis (Occidental flour). Agencies: N. W. Ayer & Son, Chicago; Campbell-Mithun, Minneapolis. *t sa ta*

MINNEAPOLIS BREWING Co., Minneapolis (Grain Belt Beer). Agency: BBDO, N. Y. *sp*

MINNEAPOLIS-HONEYWELL Regulator Co., Minneapolis. Agency: Addison Lewis & Assoc., Minneapolis. *sp n*

MINWAX Co., New York (Freen flour wax). Agency: R. T. O'Connell Co., N. Y. *sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIRRA CHEMICAL LABS., Columbus. Agency: First United Broadcasters, Chicago. *sa*

MISS SWANK, N. Y. (lingerie). Agency: Hirschon-Garfield, N. Y. *t n*

MISSION PAK Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv. Agencies, Los Angeles. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food, Philadelphia scrapple). Agency: Clements Co., Philadelphia. *n sp*

S. A. MOFFETT Co., Seattle (Polar frosted foods). Agency: Erwin, Wasey & Co., Seattle. *sa*

MONOGRAM PICTURES Corp. Agency: Weiss & Goller, New York.

MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. *sa*

BENJAMIN MOORE & Co., New York (Paint). *n sp*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soap, etc.). Agency: Henri-Hurst & McDonald, Chicago. *n rn sp sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Revelation tobacco, Dunhill Major cigarettes). Agency: Biow Co., N. Y. *n rn sp n*

MORTON SALT Co., Chicago. Agencies: Blackett-Sample-Hummert, Chicago; Klauvan Pietersom-Dunlap Assoc., Milwaukee; Kenyon & Eckhart Adv., Chicago. *sp ta sa ta*

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. *ne sp*

MOTHER HUBBARD PRODUCTS, N. Y. (Golden Center Toasted Wheat). Agency: L. H. Hartman Co., N. Y. *sa*

J. BIRD MOYER Co., Phila. (Moy, dental plate holding pov.) Agency: Glasser-Gailey Co., Los Angeles. *ne*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhardt, N. Y.; Duane Jones, N. Y.; Maxon Inc. *ne n sp sa*

MURINE Co., Chicago (eye drops). Agency: BBDO, N. Y. *sa ta*

MURPHY SEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Detroit. Direct. *sa n*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Toronto. Agency: Harry E. Foster Agencies, Toronto.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (Pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa ta sa sp*

MYSTIC FOAM Corp., Cleveland (cleaner). Agencies: Fred R. Johnson, Los Angeles; Glasser-Gailey & Co., Los Angeles. *t*

N

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch Co., Providence, R. I. *sp*

NASH-KELVINATOR Corp., Detroit. Agency: Geyer, Cornell & Newell, N. Y. *sp*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency (Cubs, NBC bread); Botsford, Constantine & Gardner, San Francisco. *n sp t sa ta*

NATL. Bd. of Fire Underwriters, N. Y. Agency: MacFarland-Aveyard, N. Y. *n ne*

NATIONAL DAIRY PRODUCTS Corp., New York (Seatest). Agency: McKee & Albright, N. Y. *n t sp*

NATIONAL DRUG & CHEMICAL Co. of Canada, Montreal & Toronto. Agencies: A. McKim Ltd., Montreal; Cockfield-Brown & Co., Toronto. *ta sa*

NATIONAL LEAD Co., New York & San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. *sa sp rn t*

NATIONAL OATS Co., Cedar Rapids, Ia. (oats). Agency: Irwin Vladimir & Co., N. Y. *ta*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracium shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta sa*

NATIONAL SMALL BUSINESSMEN'S Assn., Akron, O. Agency: Schwimmer & Scott, Chicago. *sp n*

NATIONAL SUPPLY Co., Torrance, Cal. (aircraft equip.). Agency: Charles N. Stahl Adv., Los Angeles. *t*

NEDICK'S STORES, New York (refreshment orange drink stands). Agency: Weiss & Geller, N. Y. *sp n sa*

NEHI Corp., Baltimore (Royal Crown Cola). Agency: BBDO, New York. *sa ta*

NEHI Corp., Columbus, Ga. (Nehi Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n t sa ta*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa ne*

NEUMODE HOSIERY Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa*

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agencies: M. E. Harlan Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco. *sa sp ne*

N. Y. JOURNAL-AMERICAN, New York. Agency: Federal Adv., N. Y. *sa*

NEWSPAPER INSTITUTE, New York. Agency: Rose-Martin Inc., N. Y. *ne*

NITRAGIN Co., Milwaukee. Agency: Western Adv. Agency, Racine, Wis. *sa*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Barrington hand cream). Agency: Atherton & Currier, N. Y. *sa*

NORTHAM WARREN Corp., Stamford, Conn. (Cutex, Odorono). *sp*

NORTHERN ELECTRIC Co., Montreal (appliances). Agency: Cockfield, Brown & Co., Vancouver. *sp*

NORTHERN MUTUAL CASUALTY INS. Co., Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

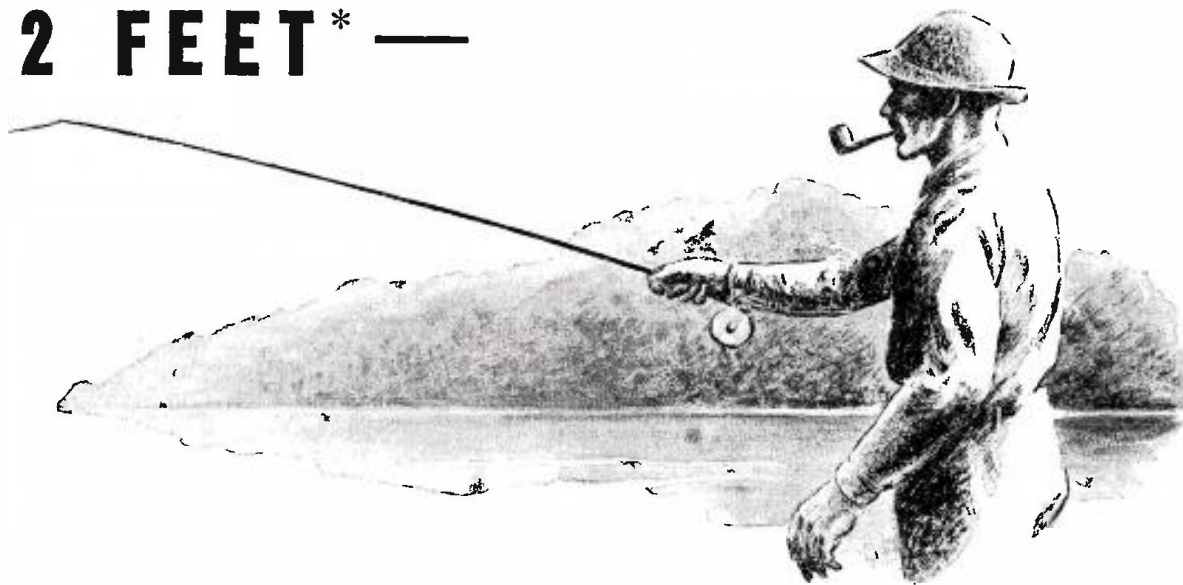
NORTHROP, KING & Co., Minneapolis (seed, feed). Agencies: Olmsted-Hewitt, Minneapolis; Sidney Garfinkel Adv. Agency, San Francisco. *sp sa*

NORTHWESTERN BELL TELEPHONE, Des Moines. *sa*

NORTHWESTERN YEAST Co., Chicago (Mace yeast). Agencies: Benson & Dall, Chicago; MacFarland-Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

(Continued on page 258)

YOU MAY BE ABLE TO "CAST" 422 FEET* —



BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

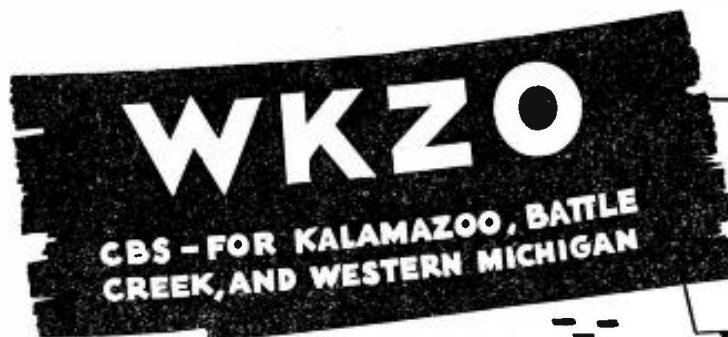
Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand

Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for real coverage in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!



BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 257

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 256)

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol). Agencies: Lawrence C. Gumbinner Adv. Agency, N. Y.; Export Adv. Agency, N. Y. *t sp sa*

NORWICH PHARMACAL Co., Toronto (vitamin tablets). Agency: A. McKim Ltd., Toronto. *sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp n*

NUTRENA MILLS. Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne sp*

NYAL DRUG Co., Ltd., Toronto (chain stores). Agency: A. McKim Ltd., Toronto. *ta*

O

O'CEDAR Corp., Chicago (polish). Agencies: H. W. Kastor & Sons, Chicago; Aubrey, Moore & Wallace, Chicago. *ta sa*

O-CEDAR of Canada, Toronto (floor polish). Agency: MacLaren Adv. Co., Toronto. *sp*

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo). Agency: Cary-Ainsworth, Des Moines. *sp sa*

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Montreal and Toronto. *sa*

OHIO BELL TELEPHONE Co., Cleveland. *sa*

OHIO OIL Co., Columbus, Findlay. Agency: Stockton, West & Buckhart, Cincinnati. *n ne*

OLD BEN COAL Corp., Chicago (Green Marked Stoker Coal). Agency: J. R. Hamilton Adv. Agency, Chicago. *sp*

OLD WORLD FOODS Inc., Beverly Hills, Cal. Agency: Barrett & Co., Beverly Hills. *sa ta*

OLIVE TABLET Co., Columbus (Dr. Edward's Olive tablets). Agency: Erwin, Wasey & Co., N. Y. *sa*

OLYMPIA BREWING Co., Olympia, Washington. Agency: Botsford, Constantine & Gardner, Seattle. *sp*

OMAR BAKERIES AND OMAR MILLS. Omaha (flour). Agency: MacFarland-Aveyard & Co., Chicago. *sa sp n*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Cecil & Presbrey, N. Y. *sa sp*

JOHN OPITZ Inc., Long Island City (J-P Insecticide). *sa*

ORANGE CRUSH Co., Chicago (soft drinks). Agency: M. R. Kopmeyer Agency, Louisville. *sa*

OREGON - WASHINGTON FERTILIZER Co., Seattle. *sp*

ORIENT HOSIERY Co., Montreal (ladies' hose). Agency: Ronalds Adv. Agency, Montreal. *sa*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agencies: Birmingham, Castleman & Pierce, N. Y.; Adv. & Sales Council, Winchester. *ta sa sp*

OWL DRUG Co., San Francisco (drugs). Agency: Ruthrauff & Ryan, San Francisco. *t*

OWENS ILLINOIS PACIFIC COAST Co., San Francisco & Toledo (glass). Agency: Brooke, Smith, French & Dorrance, Detroit (insulux). *sa ne sp n*

OYSTER SHELL PRODUCTS Co., New Rochelle, New York (poultry grit). Agency: Cecil & Presbrey, N. Y. *C. sa*

OZOMULSION Co., N. Y. (Emulsified cod liver oil). Agency: Irwin Vladimir Co., N. Y. *ta*

P

PABST SALES Co., Chicago. Agency: Warwick & Legler, N. Y. *n rn sa sp t*

PACIFIC BREWING & MALTING Co., San Francisco (Welland's beer). Agencies: Brewer-Weeks Co., San Francisco; Long Adv. Service, San Francisco; Leon Livingston Adv. Agency, San Francisco. *ta sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax). Agency: McCann-Erickson, N. Y. *n sp*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp*

PACIFIC GREYHOUND BUS LINES, San Francisco. Agency: Beaumont & Hoh-San Francisco (Welland's beer). Agencies: man Adv., San Francisco. *sp n*

PACIFIC GUANO Co., Berkeley, Cal. (Gaviota). Agency: O. E. Houfer Industrial Adv., Oakland. *sp*

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). *sa*

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A Stebbins, Los Angeles. *n ne*

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. & Hollywood. *t*

PAGE-GRIFFITH LABS., Toronto (vitamin products). Agency: Dickson & Ford, Toronto. *sp*

PAL BLADE Co., N. Y. Agency: Al Paul Lefton Co., N. Y. *sa*

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. *sa*

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis.

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholts Adv. Service, Los Angeles. *sa*

PARFUMS WEIL PARIS, New York. Agency: Kelly, Nason, N. Y. *ne*

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: Landsheft Inc., Buffalo, N. Y. *sp*

PARK & TILFORD, N. Y. (Tintex). Chas. M. Storm Co., N. Y. *sa*

PARKER PEN Co., Janesville, Wis. (pens, Quink). Agency: J. Walter Thompson Co., Chicago. *ne n*

PARKER WATCH Co., N. Y. Agency: Sterling Adv., N. Y. *sp*

PARR VITAMIN Co., Chicago. Agencies: United Adv. Cos., Chicago; O'Neil, Larson & McMahon, Chicago. *sp*

PARROTT & Co., San Francisco (Simi wines). Agency: Blum's Adv. Agency, San Francisco. *sa*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp ne*

H. S. PEARSALL BUTTER Co., Elgin, Ill. (Elgin Brand Margarine). Agency: Schwimmer & Scott, Chicago. *ne*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *ta rn t sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep, Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kiesewetter Adv. Agency, N. Y. *sp n*

PENNSYLVANIA SALT MFG Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., Chicago & N. Y. *sa rn ta*

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. *ta ne sp*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agencies: Newell-Emmett Co., N. Y. *sp n ta*

PEPSODENT Co., of Canada, Toronto. Agency: Spitzer & Mills, Toronto. *sp*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agencies: Foote, Cone & Belding, Chicago; Export Adv. Agency, Chicago. *sa*

PERALTA WINE Co., San Francisco (Monte Cristo wine). Agency: Foote, Cone & Belding, San Francisco. *sp*

(Continued on page 260)

FIRST IN SHENANDOAH KFNF

"The Friendly Farmer Station"

ESTABLISHED IN 1924

Remains Today The **ONLY** Independent 100% Farm Station In Its Area

Programmed exclusively for the rural & semi-rural market around Shenandoah—
the KFNf operation is specialized and expert.

KFNf's record breaking increase in net time sales—764.5% in 41 months—
Nov., 1944 against June, 1941—Provides eloquent proof of performance—spot-
lights one fact clearly—

For the Tremendously Rich Farm Market Around Shenandoah

INFORMED SPONSORS ARE BUYING KFNF

1000 Watts "The Friendly Farmer Station" 920 KC.

SHENANDOAH, IOWA

For availabilities write or wire direct to Frank Stubbs, Mgr.,

KFNf Inc., Shenandoah, Iowa

Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both



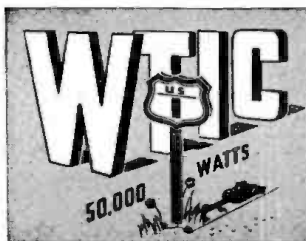
The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend 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. Hence, 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*

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 258)

- PERFECT CIRCLE Co., Toronto (piston rings). Agency: McConnell, Eastman & Co., Toronto. *ns ss*
- PERIODICAL PUBLISHERS NATIONAL COMMITTEE, Washington. Agency: Albert Sidney Noble, N. Y. *sa*
- PERSONAL FINANCE Co., Los Angeles, Newark, & Chicago. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lef-ton Co., Los Angeles. *sa t*
- PERSONNA BLADE Co., N. Y. Agency: Ames Parish, N. Y. *ns*
- PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bars, Ten Crown gum). Agencies: Platte-Forbes, N. Y.; Brisacher, Davis & Van Norden, San Francisco. *sa sp ns n*
- PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors). Direct. *sp ns*
- PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *t sa sp n*
- PETRI WINE Co., San Francisco. Agencies: Erwin, Wassey & Co., San Francisco; Young & Rubicam, San Francisco. *sa sp ta n*
- PETROL Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood.
- PETROL Corp., Philadelphia. Agency: Seberhagen Inc., Philadelphia. *sp*
- PETROLEUM INDUSTRY WAR COUNCIL. Agency: McCann-Erickson, N. Y.
- PHARMACO Inc., New York, Newark (Feen-a-mint). Agencies: Wm. Esty & Co., N. Y.; Baker Adv., Toronto. *sp n*
- PHILA. & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. *sa*
- PHILADELPHIA Co., Pittsburgh (utility). *sa sp*
- PHILCO Corp. of Canada, Toronto. Agency: Sayre M. Ramsdell Associates, Philadelphia. *sp*
- PHILCO RADIO & TELEVISION Corp., Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia. *n t sp*
- CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Dancer-Fitzgerald-Sample, N. Y. *sp n t*
- PHILLIPS PACKING Co., Cambridge, Mass. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*
- PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp sa ns*
- PIEL BROS., Brooklyn (beer). Agency: Wm. Esty & Co., New York. *n t sp*
- PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; F. H. Hayhurst Co., Toronto. *ta sa t*
- PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago. *n sp sa*
- PILSEN BREWING Co., Chicago. Agency: E. H. Brown Adv. Co., Chicago. *sp*
- PINE FOREST Co., Chicago (cosmetics, medical products). Agency: Goodkind, Joice & Morgan, Chicago. *t*
- PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. *t sa sp*
- LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wassey & Co., N. Y. *sa*
- PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*
- PIONEER HIBRED CORN Co., Princeton, Ill. (seeds). Agency: R. J. Potts-Calkin & Holden, Kansas City.
- PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis (cough syrup). *sa ta*
- PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles; Goodkind, Joice & Morgan, Chicago. *ns sp*
- PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. *sp sa ns n*
- PLOUGH Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Sherman, Memphis; J. J. Gibbons Inc., Toronto. *ta n*
- POND'S EXTRACT Co., N. Y. Agency: J. Walter Thompson Co., N. Y. *ts sa*
- POPPY CEREAL Co., Los Angeles. Agency: Associated Adv., Los Angeles.
- POPULAR PUBLICATIONS, N. Y. (Argosy). Agency: Newell-Emmett Co., N. Y. *sa*
- POTOMAC ELECTRIC POWER Co., Washington, D. C. Agency: Henry J. Kaufman Adv. Agency, Washington, *sp*
- POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *t ta sa*
- PRATT FOOD Co. of Canada (stock feeds). Agency: A. McKim Ltd., Toronto. *sp*
- PREST-O-LITE BATTERY Co., Indianapolis. Agency: Ruthrauff & Ryan, N. Y. *ta sa*
- PRINCE MATCHABELLI, New York (Stradivari perfume). Agency: Morse International, N. Y.
- PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Fluffo, P & G, Crisco); Dancer-Fitzgerald-Sample, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene & Teel, Kirka, American Family); Benton & Bowles, N. Y. (Ivory Snow); Blow Co., N. Y. (Lava, Duz). *n sp sa t ta*
- PROCTER & GAMBLE Co. of Canada, Toronto. Agencies: Pedlar & Ryan, N. Y. (Camay, Chipso); Dancer-Fitzgerald-Sample, Chicago (Oxydol); Compton Adv., N. Y. (P. & G. Soap, Ivory bar); Benton & Bowles, N. Y. (Ivory Snow & Crisco). *t n sp*
- PRUDENTIAL INSURANCE Co. of America, Newark and New York. (Agency: Benton & Bowles, N. Y. *n sp*
- JOHN PUHL PRODUCTS Co., Chicago (Fleecy White Bleach). Agency: Roche, Williams & Cleary, Chicago. *sa*
- PURE FOODS Co., Mamaroneck, N. Y. (Herb-Ox bouillon). Agency: J. M. Mathes, N. Y. *sa sp*
- PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *ns n sa*
- PUREFAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *ns*
- PUREX Co., Los Angeles. Agencies: BBDO, Hollywood; Foote, Cone & Belding, Los Angeles. *sa sp*
- PURITAN MILLS, Atlanta (My-T Pure flour). Agency: Eastburn & Siegel, Atlanta. *sa*
- PURITY BAKERIES Corp., Chicago (Taystee bread). Agencies: Campbell-Ewald, N. Y.; Campbell-Mithun, Minneapolis. *ns*

Q

- QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (oatmeal, Little Kernels, Puffed Rice, Wheat); Sherman K. Ellis & Co., N. Y. (Muffets, Aunt Jemima, Pettifohn's cereals, Farina, Full O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni); Campbell-Ewald Co., Chicago (concentrated soup); Benton & Bowles, Chicago (Farina). *n sp sa t ta*
- QUAKER OATS Co., Peterboro, Ont. (Ful-O-Pep Feed). Agency: Spitzer & Mills Ltd., Toronto. *t sp n*
- QUALITY BAKERS OF AMERICA CO-OP Inc., New York. Agency: Harry Jacobs Productions, N. Y. *ts*

R

- RCA VICTOR Corp., Camden, N. J. (radio sets, tubes). Agencies: J. Walter Thompson Co., N. Y.; Ruthrauff & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa t ta*
- RCA VICTOR Corp., Montreal (radios, records). Agency: J. Walter Thompson Co., Toronto. *sp n*
- RKO-RADIO PICTURES Corp., New York (movies). Agencies: Foote, Cone & Belding, N. Y.; Donahue & Coe, N. Y. *sa sp*
- RADBILL OIL Co., Philadelphia. Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp sa*
- RADIO BIBLE CLASS, Detroit. Agency: Aircasters Inc., Detroit. *n sp*

(Continued on page 262)

WMFJ

DAYTONA BEACH, FLA.

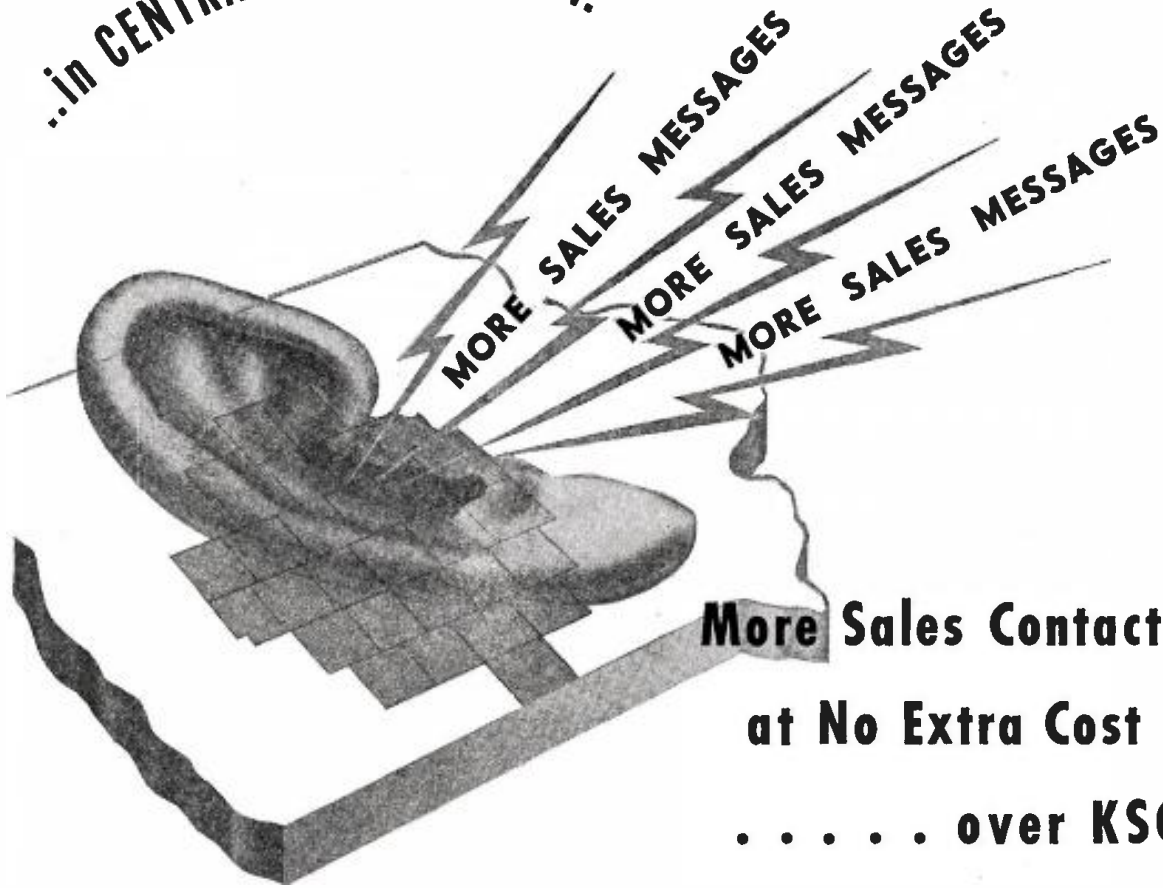
250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

..in CENTRAL IOWA YOU GET..



**More Sales Contacts
at No Extra Cost
..... over KSO**

Flash! Latest Hooperating:
KSO 1-2 in Des Moines Daytime Coverage. More Listeners for Less Money!

Do you want to sell the rich Des Moines and Central Iowa Market *more effectively*? Then look at the sales job you get with KSO. KSO blankets Central Iowa at the lowest cost. Saves you money. Your budget goes farther, hits listeners *oftener* with added sales messages at *no extra cost to you!*

KSO does more than air your advertising . . . it goes to work for you. You get the benefit of this powerful re-vitalized "salesman" in this rich, productive market . . . backing up your advertising with the kind of merchandising that sells . . . **SELLS!**

Yes, there's *new life* on Des Moines' KSO. The Twin Cities' George Higgins, one of the most promotion-minded men in radio, is the new General Manager. He has brought in a new staff with the kind of talent that *builds* listening audiences . . . audiences for *your* sales story.

KSO is selling merchandise for Philco, Kellogg, Swift & Co., Jergens, Coca-Cola, Bristol Myers and many others. Get this benefit for yourself, now. Write for KSO's sales-minded proposition, today.

**KSO's Concentrated Coverage . . . Lower Rate
Enables you to Hit Your Listeners Offener with
Extra Sales Messages — at No Extra Cost!**

**KSO is Newly Reorganized to
give you Greater Sales Action.**

Blue & Mutual 'til June 16
... Then ...
KSO goes Basic
COLUMBIA!

5,000 Watts
Day & Night

KSO

1640
Kilocycles

Owned and Operated by
Kingsley H. Murphy
Geo. J. Higgins, General Manager
HEADLEY-REED CO., National Representatives

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 260)

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa sp*
RALADAM Co., Detroit (Marmola). Agencies: Street & Finney, N. Y.; Spot Broadcasting, N. Y. *ta*
RALSTON PURINA Co., St. Louis (Ry-Krisp cereal and feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*
RALSTON PURINA Co., Toronto (feed, dog food). Agencies: James Fisher Co., Toronto; Gardner Adv. Co. *t*
A. RAMSEY & SON Co., Montreal. Agency: A. McKim Ltd., Montreal. *sp*
RATH PACKING Co., Waterloo, Ia. (Blackhawk luncheon meat). Agency: Young & Rubicam, Chicago. *sa*

RAYMOND LABS., St. Paul (Bayve shampoo). Agency: Milton Weinberg Adv. Co., Los Angeles. *sa*
RAYTHEON MFG. Co., Newton, Mass. Agency: Hirschon-Garfield, N. Y. *t*
READER'S DIGEST ASSN., Pleasantville, N. Y. (magazines). Agencies: BBDO, N. Y.; Grant Adv. S. A., Mexico City. *sa*
RED-EE FOODS Inc., Los Angeles. Agency: Foote, Cone & Belding, N. Y. *n*
RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa ta*
REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa t*

REICHHOLD CHEMICALS Inc., Detroit. Agency: Grant Adv., N. Y. *sp n*
REID, MURDOCK & Co., Chicago & Medford, Mass. (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles; U. S. Adv. Co., Chicago. *sa*
WM. B. REILLY & Co., New Orleans (coffee and tea). Agency: Walker Saussy, New Orleans. *sa*
RENDALL MFG. Co., Lawrence, Mass. (soapine). Agency: Badger & Browning, Boston. *ta*
RENOIR PARFUMS, N. Y. (Chichi, My Alibi). Agency: Abbott Kimball Co., N. Y.
REPUBLIC PICTURES Corp., New York. Agency: Donahue & Coe, New York.

MORRIS B. SACHS, Chicago (clothing stores). Agency: Wade Adv., Chicago. *sp*
SAFEWAY STORES, Oakland, Cal. (grocery chain). Agencies: McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Brown Derby beer, Lucerne milk). *rn sa sp ta*
SALADA TEA Co. of Canada, Toronto. Agency: Thornton Purkins Ltd., Toronto. *ne*
DR. SALSBUURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa ta*
SAN FRANCISCO BREWING Corp., Oakland, Cal. Agency: Emil Reinhardt Adv. Agency, Oakland. *ta*
SAN GABRIEL WINE Co., L. I. City, New York. Agency: Emil Mogul Co., N. Y. *ta*

RESINOL Co., Baltimore (ointment). Agency: Courtland D. Ferguson Inc., Washington and Baltimore. *sa*
REVLON PRODUCTS (cosmetics). Agency: McCann-Erickson Inc., N. Y. *sp*
R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes, Prince Albert tobacco). Agency: Wm. Esty & Co., N. Y. *sp sa n*
RICE SCHMIDT BAKING Co., Washington. Agency: William A. Schautz Inc., N. Y. *sa*
RICHFIELD OIL Co. of California, Los Angeles (Richfield gas). Agencies: Hixson-O'Donnell, Los Angeles; Sherman K. Ellis Co., N. Y. *t ta sp n*
RICHFIELD OIL Corp. of N. Y. Agencies: Sherman K. Ellis & Co., N. Y.; Hixson-O'Donnell Co., Los Angeles. *n t sp ta ne*

SANTA FE RAILWAY, Chicago. Agency: Leo Burnett Co., Chicago. *ta*
SANTISEPTIC Co., Portland, Ore. (shaving lotion). Agency: Botsford, Constantine & Gardner, Portland. *ne*
SARGENT & CO., Des Moines (feeds). Agency: Fairall & Co., Des Moines. *sa*
SCALAMANDRE'S SILKS, N. Y. Agency: New Century Adv., N. Y. *sp*
SCHALK CHEMICAL Co., Los Angeles (Hydro-Puro-cleanser). Agency: Erwin, Wassey & Co., Los Angeles. *sa*
ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer). Agency: Lawrence I. Everling, Philadelphia. *t sa*

RIESER CO., N. Y. (Venida leg make-up). Agency: E. T. Howard Co., N. Y. *sa*
RINGLING BROS. & BARNUM & BAILEY CIRCUS. Agencies: George H. Hartman & Co., Chicago; Caples Co., Chicago. *sa*
RIT PRODUCTS Corp., Chicago (dyes, soap). Agency: Earle Ludgin Inc., Chicago. *ta t sa*
ROBERTS BIOLOGICAL LABS., Toronto (Vitavax cold caps). Agency: MacLaren Adv., Toronto. *sa*
ROBERTSHAW THERMOSTAT Co., Youngwood, Pa. (heat control). Agency: Hixson-O'Donnell Adv., N. Y. *sa*
ROBIN HOOD MILLS, Montreal (oats). Agency: Young & Rubicam, Montreal. *sp*
ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp sa*
ROE FARMS MILLING Co., Atwood, Ont. (farm feeds). Agency: Ronalds Adv., Toronto. *ne sp*

SCHENLEY DISTILLERS Corp., New York (wines). Agencies: Biow Co., N. Y.; William H. Weintraub Co., N. Y. (Dubonnet); Peck Adv., N. Y.; BBDO, N. Y. (Cresta Blanca). *n sp*
G. SCHIRMER Inc., N. Y. (music publisher). *sp sa*
J. M. SCHNEIDER Ltd., Kitchener, Ont. (prepared meats). Agency: J. B. Gibbons Ltd., Toronto. *sp*
SCHOENHOFEN EDELWEISE Co., Chicago (beer). *sa*
SCHOLL MFG. Co., Chicago (Zino-pads, Foot Balm, foot appliances, remedies). Agency: Donahue & Coe, N. Y. *sa*
SCHOLL MFG., Toronto (foot appliances). Agency: F. H. Hayhurst Co., Toronto. *sa*
S. A. SCHONBRUNN & Co., N. Y. (Savatin coffee). Agency: Roy S. Durstine Inc., N. Y. *sa*
SCHUCKL & Co., Sunnyvale, Cal. (Rancho soup). Agency: Erwin, Wassey & Co., San Francisco. *ne*

ROLOFF DISTRIBUTING Co., Los Angeles (H. A. G. scalp & hair shampoo). *sp*
ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Birmingham, Castleman & Pierce, N. Y.; Robert Kahn & Associates, Chicago; Cesana & Assoc., San Francisco; Biow Co., N. Y. & San Francisco. *sa sp rn t ne n*
ROMAN MACARONI Co., N. Y. Agency: Van Dolen, Givaudan & Masseur, N. Y. *sp*
RONZONI MACARONI Co., N. Y. (macaroni, spaghetti sauce). Agency: Emil Mogul Co., N. Y. *sa*
ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Garfield & Guild, San Francisco. *t*
MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter). Agency: Gerth-Pacific Adv., Los Angeles. *sa*
LOUIS ROSELAAR & Co., N. Y. (diamond dealers). *t ta*

SCHULZE & BURCH BISCUIT Co., Chicago (crackers). Agencies: Reinecke, Ellis, Younggreen & Finn, Chicago; Leo Burnett Co., Chicago. *ta*
SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago; Roche, Williams & Cleary, Chicago; Schwimmer & Scott, Chicago. *sa n*
SCRIPTO MFG. Co., Atlanta (Pencils & lead). Tucker Wayne & Co., Atlanta. *ne sa*
WILLIAM S. SCULL & Co., (Minute Man soup, Boscul). Agency: Compton Adv., N. Y. *sa*
SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ne*
SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Buchanan & Co., Los Angeles. *sa t*
SEALTEST Inc., Philadelphia (dairy products). Agency: McKee & Albright, Philadelphia. *t n sp*
SEALY MATTRESS Co., Los Angeles. Agencies: Alvin Wilder Adv., Los Angeles; Schwimmer & Scott, Chicago. *sp*

RUSICRUCIAN FELLOWSHIP, Santa Monica, Cal. (religious). Agency: Richard Jorgensen Adv., San Jose. *sp*
ROYAL CROWN BOTTLING Co., Opelika, Ala. (Royal Crown beverage). Agency: BBDO, N. Y. *ta sp*
RUBSAM & HORMANN BREWING Co., Staten Island, N. Y. (R & H beer). Agency: Samuel C. Croot Co., N. Y. *sp sa*
RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*
JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t ne*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Schwimmer & Scott, Chicago; Mayers Co., Los Angeles (in Southern Cal.); Wiltman & Pratt, Pittsburgh. *t rn sa*
SEATTLE BREWING & MALTING Co., Seattle. Western Agency, Seattle. *ne*
LAURA SECORD CANDY SHOPS, Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*
SEECK & KADE, New York (Pertussin). Agency: Irwin, Wassey & Co., N. Y. *ta*

"SALESMANSHIP"

When a good salesman meets a Real Prospect, you know what happens. The prospect becomes a good customer. Sales are made that way!

That's exactly what happens when you buy spots or a program on a Progressive Station.

WRAK is a good "Salesman." WRAK knows how to sell! And, what's more, WRAK has thousands of eager prospects, listening to each sales message, ready to buy. Yes the Williamsport area is rich and productive. Get our rates and other important facts.

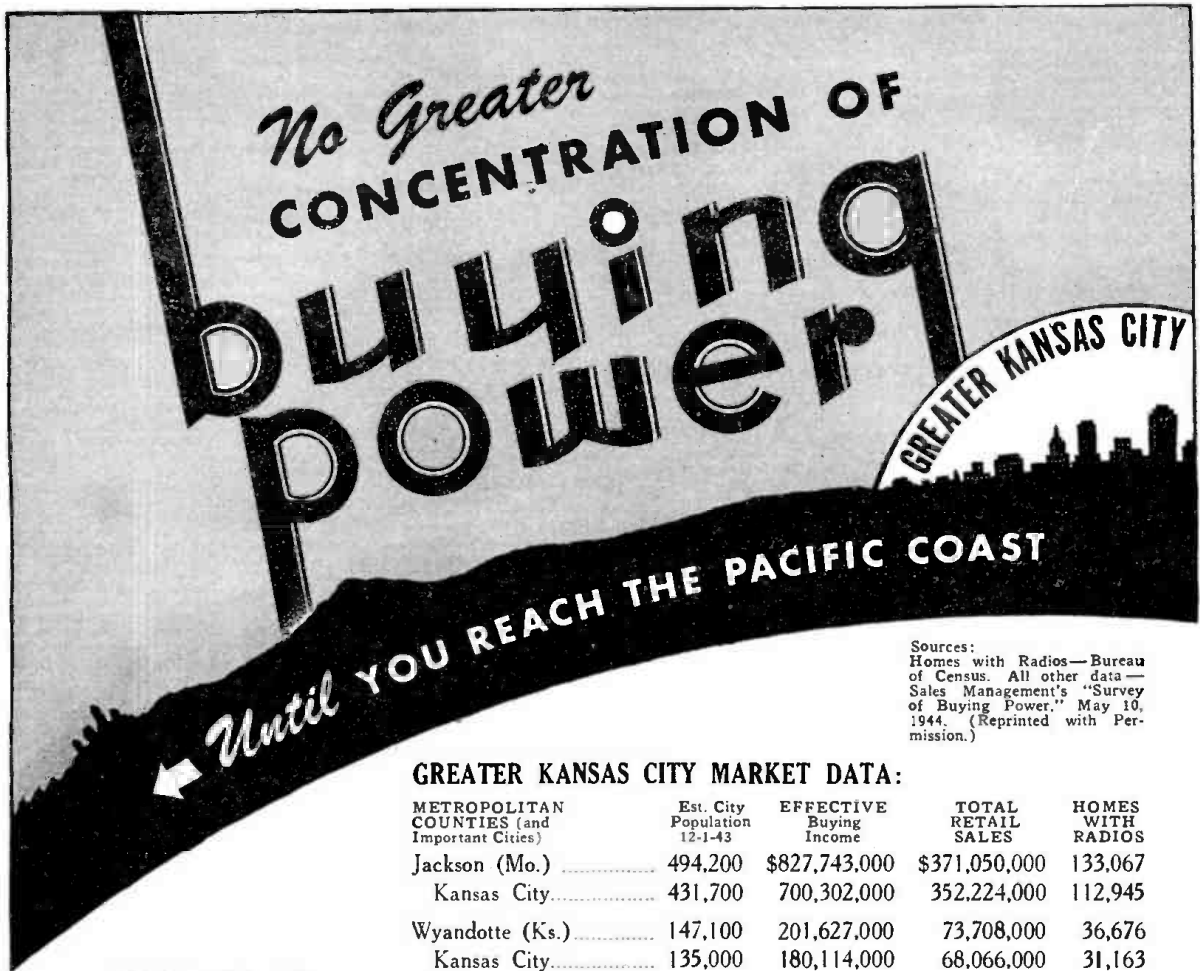
National Representative:
J. P. McKinney and Son
 New York - Chicago

WRAK
 Williamsport,
 Pennsylvania
 — NBC —

S

S. & W. FINE FOODS, San Francisco. Agencies: Brisacher, Van Norden & Staff, San Francisco; S. C. Croot Inc., N. Y. *sa*

(Continued on page 264)



Sources:
Homes with Radios—Bureau of Census. All other data—Sales Management's "Survey of Buying Power," May 10, 1944. (Reprinted with Permission.)

GREATER KANSAS CITY MARKET DATA:

| METROPOLITAN COUNTIES (and Important Cities) | Est. City Population 12-1-43 | EFFECTIVE Buying Income | TOTAL RETAIL SALES | HOMES WITH RADIOS |
|--|------------------------------|-------------------------|--------------------|-------------------|
| Jackson (Mo.) | 494,200 | \$827,743,000 | \$371,050,000 | 133,067 |
| Kansas City | 431,700 | 700,302,000 | 352,224,000 | 112,945 |
| Wyandotte (Ks.) | 147,100 | 201,627,000 | 73,708,000 | 36,676 |
| Kansas City | 135,000 | 180,114,000 | 68,066,000 | 31,163 |
| Johnson (Ks.) | 40,900 | 25,964,000 | 12,358,000 | 8,552 |

**MUSIC BY DAY
MUTUAL BY NIGHT**

KCKN, Kansas City's popular-music station, becomes a BASIC station of the Mutual Network at 6 P. M.

24 HOURS A DAY

KCKN is the only station within 200 miles of Kansas City operating on a 24-hour schedule—day and night, ALL night.

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 on this nine hundred million dollar market KCKN concentrates ALL of its effort. 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.



The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 262)

SEEMAN BROS., New York (Leava-Bake White Rose tea, Kitchen Magic). Agencies: J. D. Tarcher & Co., N. Y. Al Paul Litton Co., N. Y. Wm. H. Weintraub Co., N. Y. *sp ns*

R. B. SEMLER Inc., New York (Kremel hair tonic). Agency: Erwin, Wassey & Co., N. Y. *n sp ns*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t ns n*

SERVEL Inc., N. Y. (meats). Agency: BBDO, N. Y. *n sp*

SEVEN-UP BOTTLING Co., Durham, N. C., Los Angeles, Montgomery, Ala., (beverage). Agencies: Glasser, Los Angeles, Rhodes & Davis, San Francisco, Raymond Keane, Denver, Harvey-Massingale Co., Durham, *sa sp*

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (pens, pencils, skeep). Agency: Russel M. Seeda, Chicago, *sp t sa*

SHARP & SHEARER, Reading, Pa. (cough drops), Blaine-Thompson Co., N. Y. *sa*

SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Van Norden & Staff, San Francisco, *ns sa*

H. L. SHAW & SONS, Boston (soaps/leaves suds). L. H. Hartman Co., N. Y. *ta*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL CORP., N. Y. Agency: J. Walter Thompson Co., N. Y.

SHERWIN - WILLIAMS Co., Cleveland (paint, Kemtone). Agencies: Warwick & Legler, N. Y. Newell-Emmett Co., N. Y. *ns sa sp*

SHERWOOD BROS., Baltimore (oil & gas). Agency: Van Sant Dugdale & Co., Baltimore, *n ns*

SHIPMAN & BAKER, N. Y. Modern Merchandising Bureau, N. Y. *sp*

SHIRRIFFS Ltd., Toronto (marmalade, desserts) Cockfield, Brown & Co., Toronto, *sp*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto, *ta*

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey) Schwimmer & Scott, Chicago, *sa sp*

SIERRA CANDY Co., San Francisco. Agency: Robert B. Young, San Francisco, *sp*

SIERRA MADRE WINERY, N. Y. Erland Adv., N. Y. *sp*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles, *rn sp n*

SIMON & SCHUSTER, New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *sp*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Hixson O'Donnel Adv., N. Y. *sp n*

SKELLY OIL Co., Kansas City. Agency: Henri Hurst & McDonald, Chicago, *ns sp n*

SKIDOO Co., Columbus (cleaner). Byer & Bowman, Columbus, *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran, macaroni products) Agency: Ferry-Hanly Co., Kansas City, *sa ta*

DR. EARLE S. SLOAN Inc., New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*

ALLEN V. SMITH & Co., Marcellus, N. Y. (Puritan Brand split peas). Agency: Alley & Richards Co., N. Y. *sa*

SMITH BROODER Co., St. Louis (Mother Nature Brooder). Agency: Shaffer, Brennan-Margulis, St. Louis, *sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*

EPPESS SMITH Co., N. Y. (Holland House Coffee, Challenge Tea). Agency: Scheck Adv., Newark.

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *ta n*

SOLOFF MFG. Co., Glendale, Cal. (paint cleaner). Agencies: Hillman-Shane Adv., Los Angeles, Buchanan & Co. *sa sp n ns*

SONORA RADIO & TELEVISION CORP., Chicago (radios). Weiss & Geller, Chicago, *sp*

SOUTHERN COTTON OIL Co., New Orleans. Agencies: Tracey-Locke-Dawson, N. Y. & Dallas, Kenyon & Eckhardt, N. Y. *sp n*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Foote, Cone & Belding, San Francisco, *sa*

SOUTHERN SPRING BED Co., Atlanta. Agency: Tucker Wayne & Co., Atlanta, *ns*

SOUTHLAND COFFEE Co., Atlanta (Bailey's Supreme coffee). Donahue & Coe, Atlanta, *ns*

SOUTHWEST FOOD PRODUCTS, Long Beach, Cal. (jams, jellies, syrups). Dave Foutz Adv., Long Beach, *ta*

A. G. SPAULDING & BROS. (sports goods). Chicopee, Mass. Agency: Stanley G. Boynton, Detroit *sp*

SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood, *sp t ns*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco, Knox Reeves Adv., Minneapolis, *n sp t ns*

SPIEGEL'S Inc., Chicago (mail order). Agency: J. L. Stewart Agency, Chicago, *sp*

SPRATT'S PATENT Ltd., Newark (dog food) Agency: Paris & Peart, New York, *sa*

E. R. SQUIBB & SONS, New York (dental cream). Agencies: Geyer, Cornell & Newell, N. Y. Dorland International Inc., N. Y. (for foreign adv.). BBDO, N. Y. *sp n*

SQUIRT, Beverly Hills, Cal. Kal Inc., Wash., D. C. *t*

STAHL-MEYER Co., N. Y. (meat products). Blaker Adv., N. Y. *ns*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Hill Blackett & Co., Chicago, *sa sp*

STANBACK Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C. Klingler Adv. Corp., N. Y. Dave Lodge, Phila. *sp sa t ta*

STANDARD B VITAMINS Inc., New York (Major "B" B complex tablets). Agency: Charles N. Hoyt Co., N. Y. *t ta*

STANCO PRODUCTS, N. Y. (Flit, Mistol, Nugal). Agency: McCann-Erickson, N. Y.

STANDARD BEVERAGES, San Francisco (Far-T-Pak). Agency: Brisacher, Van Norden & Staff, San Francisco, *sp*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.) Agencies: J. Walter Thompson Co., N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. (Fleischmanns, Chase & Sanborn coffee); Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatins & puddings, baking powder, Fleischmann's liquors); H. W. Kaster & Sons, Chicago (Stams, Stam B), *sa n sp t rn*

STANDARD BRANDS, Montreal (Fleischmann's food products). Agencies: J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa ta*

STANDARD OIL Co., of Cal., San Francisco. Agency: BBDO, San Francisco & direct, *sp*

STANDARD OIL Co., of Indiana, Chicago. Agency: McCann-Erickson, Chicago, *ta rn n sp sw*

STANDARD OIL Co., of N. J., New York (Esso) Agency: Marschalk & Pratt, N. Y. *n sp sw*

FREDERICK STEARNS & Co., Detroit (astrinogol). Export Adv., Chicago.

FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto, *sa*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin, Phillips Milk of Magnesia). Agencies: Dancer - Fitzgerald - Sample, Chicago; Ruthrauff & Ryan, N. Y. (Ironized Yeast, Mollie Shaving Cream). *n*

STERLING PRODUCTS, New York (Bayer aspirin, Danderine, etc.). Agencies: Dancer-Fitzgerald-Sample, Chicago; Cramer-Krasselt Co., Milwaukee; Ruthrauff & Ryan, N. Y. (Consumers Products); Sherman & Marquette, *n t sp*

STEWART & ASHBY COFFEE Co., Chicago. Roche, Williams & Cleary, Chicago, *sa*

STOKELY BROS. & Co., Indianapolis (Van Camp's Tenderoni, beans). Agency: Calkins & Holden, N. Y. *sa n*

W. F. STRAUB & Co., Chicago (prune juice). S. Duane Lyon, N. Y. *sp*

JOHN STUART SALES, Toronto (Dunhill cigars). Agency: Harry E. Foster Agencies, Toronto, *sp*

STUDEBAKER SALES Corp., of America, South Bend, Ind. (autos). Agencies: Roche, Williams & Cleary, Chicago, Schwimmer & Scott, Chicago, *t ns*

SUBURY LABS., S. Sudbury, Mass. (Chaperone). Agencies: Mason L. Ham Adv., Boston, Bresnick & Solomon, Boston, *sa*

SUN OIL CO., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cleary, Chicago (insecticides); Stewart-Jordan Co., Philadelphia, *n sa ta ns*

SUN SHIPBUILDING & DRYDOCK Co., Chester, Pa. *sp*

SUNWAY FRUIT PRODUCTS Co., Chicago (vitamins). Agencies: Schwimmer & Scott, Chicago; Sorensen & Co., Chicago; Northwest Radio Adv. Co., Seattle, *sp ns*

SUPERTEST PETROLEUM Corp., London, Ont. Harry E. Foster Agencies, Toronto, *sp*

SWEETS Co. of America, New York (Tootsie Rolls). Agencies: Blow Co., N. Y.; Duane Jones Co., N. Y. *ta sa*

SWIFT & Co., Chicago (meat, Vigoro, dairy products, Sunbrite). Agencies: J. Walter Thompson Co., Chicago; McCann-Erickson, Chicago (Brookfield cheese); Needham, Louis & Brorby, Chicago, *ta sa n sp*

SYLVANIA ELECTRIC PRODUCTS, Dover, N. H. *sa*

T

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made Mayonnaise). Foote, Cone & Belding, San Francisco, *sp n*

TASTE BEVERAGE Co., Los Angeles (Kleen n' Kleen air). Pacific Adv., Los Angeles, *sa*

JOHN TAYLOR DRY GOODS Co., Kansas City. Agency: R. J. Potts-Calkins & Holden Agency, Kansas City, *sp*

(Continued on page 266)

"The Valley of Paradise"

DAYTIME COVERAGE SHOWN

KPRO

1,000 Watts - 684,500 Primary Area Population, 1940 Census

RIVERSIDE-SAN BERNARDINO Nat'l. Rep.-I. H. McGillvra, Inc.

Send for free coverage map



MAKE-BELIEVE BALLROOM
with *Martin Block*
Monday thru Saturday
10:00-11:30 mornings
5:30-7:30 evenings



THE WIFESAVER
with *Allen Prescott*
Monday thru Friday
9:35-10:00 a.m.



MILKMAN'S MATINEE
with *Art Ford*
Monday thru Sunday
12:00 mid.-6:30 a.m.



HOLLYWOOD DIGEST
with *Paula Stone*
Monday thru Saturday
5:15-5:30 p.m.



WAR DIARY
with *George Brooks*
Monday thru Saturday
7:35-7:45 p.m.



MAGIC OF MUSIC
with *Bill Williams*
Monday thru Saturday
8:00-9:00 p.m.



MUSIC HALL
with *Maurice Hart*
Monday thru Saturday
2:00-4:00 p.m.



TAKE IT EASY
with *Judy Lang*
Monday thru Friday
12:00 noon-12:30 p.m.

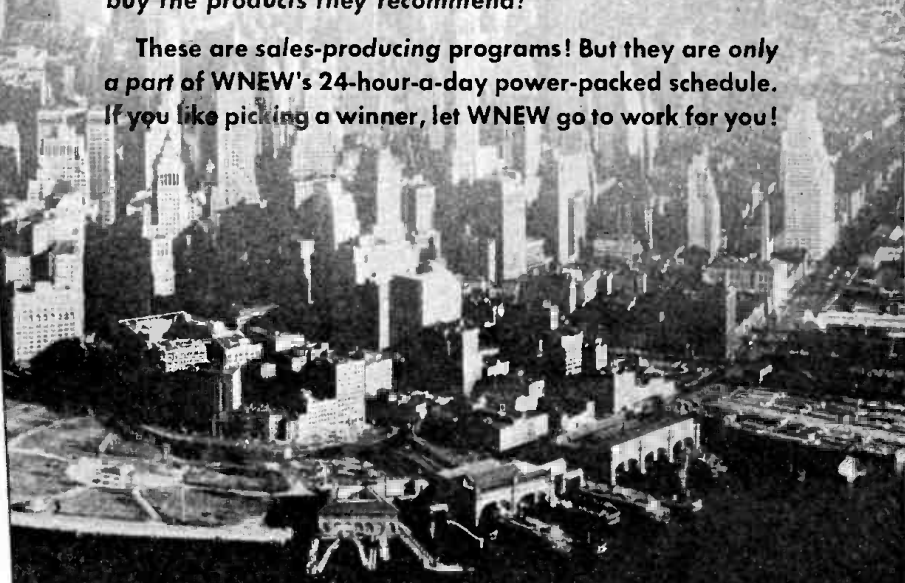
Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, it comes natural to WNEW to know just the type of radio entertainment New Yorkers enjoy.

Here, for example, are eight "winners" who have found a loyal audience in the millions of listeners who make up the Metropolitan area—winners who cause listeners to buy the products they 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

SPONSORS SPEAK LOUDER THAN WORDS

1944 NATIONAL - REGIONAL RADIO ADVERTISERS

(Continued from page 264)

TAYLOR-REED Corp., Mamaroneck, N. Y. (jumbo pudding, cocoa marsh milk booster). Agency: Tracy, Kent & Co., N. Y.

TEXAS Co., N. Y. (Texaco Petroleum products). Agency: Buchanan & Co., N. Y. *sp n*

TELEX-CALIFORNIA Co., Los Angeles (hearing aid). Henry W. Welsh Adv., Los Angeles. *sp*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne Velvet beer). Agency: Wm. Pollyea Adv. Agency, Terre Haute and direct. *t sp*

JOSEPH TETLEY & Co., New York (soup mix, tea). Agencies: Maxon Inc., N. Y. Duane Jones Co., N. Y. *rn sa t sp*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sa*

RICHARD E. THIBAUT Inc., N. Y. (wallpaper). Alley & Richards, N. Y. *sp n*

TIDE WATER ASSOCIATED OIL Co., San Francisco and New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y., Foote, Cone & Belding, San Francisco. *n sp sa*

TIDY HOUSE PRODS. (household cleaners) Des Moines. Agency: Cary Ainsworth, Des Moines. *sa sp*

TIME Inc., New York (magazines, news-reel) Agencies: Young & Rubicam, N. Y. Grant Adv. S. A. Mexico City. *n sp*

TIP TOP TAILORS, Toronto. McConnell-Eastman, Toronto. *sp*

TOBACCO BY-PRODUCTS & CHEMICAL Co., Louisville (Black Leaf 40). Campbell-Sanford Adv. Co., Cleveland. *ta*

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes). Emil Mogul Co., N. Y. *ns*

JOHN F. TROMMER Inc., Brooklyn, N. Y. (White Label Beer) Agency: Federal Adv. Agency, N. Y. *ta sp*

TUCKETT'S Ltd., Hamilton, Ont. (Buckingham, Wings cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *ta sa n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Warren G. Fehlman Adv., Huntington Park, Cal. *t sp*

TWENTIETH CENTURY - FOX FILM Corp., New York. Agency: Kayton-Spiro, N. Y. *n sa*

U

UCO Food Corp., Newark (coffee) Agency: Scheck Adv., Newark. *sa*

BERNARD ULLMAN Co., N. Y. (Bucilla Yarns). Grey Adv., N. Y. *sa*

ULTRA-LIFE LABS., E. St. Louis, Ill. (Markitop feeds). Huffman Adv. Agency, St. Louis.

UNCLE SAM BREAKFAST FOODS, Omaha. Buchanan & Thomas Co., Omaha. *sa*

WILLIAM UNDERWOOD Co., N. Y. (deviled ham). BBDO, N. Y. *sp*

UNION ICE Co., of Cal. San Francisco. George M. Wessels Co., Los Angeles. *sa n*

UNION OIL CO. of CAL. Los Angeles (Aristo oil). Agency: Foote, Cone & Belding, Los Angeles. *n sp rn*

UNION OIL Co., Vancouver. Stewart-Lovick, Vancouver. *sp*

UNION PACIFIC RAILROAD, Omaha. Caples, Adv., Omaha. *sp n*

UNITED AIR LINES TRANSPORT Corp., Chicago. Agency: N. W. Ayer & Son, N. Y. *n sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Coe, N. Y.; Lawrence Fertig & Co., N. Y.; M. M. Fisher Assoc., Chicago. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sp*

U. S. RUBBER Co., N. Y. Agency: Campbell-Ewald Co., N. Y. *sp n*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED WALLPAPER Co., Chicago. Agency: MacFarland, Aveyard & Co., Chicago. *sa*

UNIVERSAL PICTURES, N. Y. J. Walter Thompson Co., N. Y. *sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (plastics). First United Broadcasters, Chicago. *sp*

V

VAN CAMP MILK Co., New York (evaporated milk). Agency: William Douglas McAdams, N. Y. *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

C. J. VAN HOUTEN & ZOON, N. Y. (Vicoa). Maxon Inc., Detroit *sa*

VAPO-PATH Inc., Dayton O. (vitamins). Van De Mark Agency, Cincinnati. *sa*

VENIDA LACQUER Co., N. Y. (cosmetics). E. T. Howard Co., N. Y. *ta*

VENO DRUG Co., Toronto. Atherton & Currier, Toronto *t*

VENUS PACKING Co., Los Angeles (Pron-to chili & beans). Glasser-Galley & Co., Los Angeles. *sa*

VICK CHEMICAL Co., N. Y. C. (Vick's Voratone, Vaporub, Vatronol). Agencies: Morse International, N. Y.; Grant Adv. Chicago. *n sa sp rn t ne ta*

VICTORY PACKING Co., Los Angeles (Meaty fresh dog food). David Dens Agency, Los Angeles *sa*

VIKING PRESS, N. Y. (books). Green-Brodie, N. Y. *sa*

VIO-BIN Corp., Monticella, Ill. (cattle remedies). Agency: Rogers & Smith, Chicago. *sa*

VITALITY MILLS, Chicago (Vita-Fier). Cole & Co., Memphis. *ta*

VITROPHANE Corp., Brooklyn. Rubin & Lesser Adv., N. Y. *sa*

F. G. VOGT & SONS, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOGUE FOUNDATIONS Inc., Newark. Williams Adv., N. Y. *sa*

VOICE OF PROPHECY Inc. (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

W

WAIT & BOND, Newark (Blackstone cigars) BBDO, N. Y. *sa*

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp*

WALKER'S AUSTEX CHILI Co., Austin, Tex. Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WALTHAM WATCH Co., Waltham, Mass. Agency: H. B. Humphrey Co., Boston *ne n*

WANDER Co., Chicago (Ovaltine). Agency: Hill Blackett & Co., Chicago. *n t sa sp*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman Ellis & Co., N. Y.; J. Walter Thompson Co., N. Y.; W. E. Long Co., Chicago. *n sp ta sa t*

WARD BAKING Co., Chicago. Agency: W. E. Long Co., Chicago *sa*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sa t*

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle. Agency: Pacific National Adv., Seattle. *n*

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. Agency: J. Walter Thompson Co., San Francisco. *n*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. Agency: Cecil & Presbrey, N. Y. *sp*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark. *sp ne*

(Continued on page 268)

SEE PAGE 127



Ralph N. Weil, Gen. Mgr. John E. Pearson Co., Nat'l Rep.

Page 266 • 1945 Yearbook Number

Akron

WHKK

MUTUAL

640 K.C.

1000 WATTS

UNITED BROADCASTING COMPANY

Operators of WHK, Cleveland; WHKK, Akron; WHKC, Columbus

Represented by RADIO ADVERTISING COMPANY

BROADCASTING • Broadcast Advertising

CANADIAN STATION REPRESENTATIVES

J. L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Lewis.

Represents

CJFX, Antigonish, N. S. CKPC, Brantford, Ont. CHLP, Montreal, Que.
CKTB, St. Catharines, Ont. CJTC, Sault Ste. Marie, Ont. (Toronto only)
CKNX, Wingham, Ont.

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CFJC, Kamloops, B. C. CHNC, New Carlisle, Que. CPNB, Fredericton, N. B.
CKOV, Kelowna, B. C. CKBI, Prince Albert, Sask. CHNS, Halifax, N. S.
CJAT, Trail, B. C. CKRM, Regina, Sask. CJCB, Sydney, N. S.
CKWX, Vancouver, B. C. CKRC, Winnipeg, Man. CKSO, Sudbury, Ont.
CFAC, Calgary, Alta. CKCK, Regina, Sask. CFCY, Charlottetown, P. E. I.
CJCA, Edmonton, Alta. CFRB, Toronto, Ont. VONF, St. Johns, Newfoundland
CFGP, Grande Prairie, Alta. CKOC, Hamilton, Ont. CJLS, Yarmouth, N. S.
CHAB, Moose Jaw, Sask. CJCS, Stratford, Ont. CHWK, Chillewick, B. C.
CJVI, Victoria, B. C. CJOC, Lethbridge, Alta. CKFI, Fort Frances, Ont.
CKNB, Campbellton, N. B. CFCF, Montreal, Que.

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: M. Maxwell.
Toronto, Ont.—195 Bay St. Tel.: Waverly 8056. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

J. REG. BEATTIE

Toronto, Ont.—217 Bay St. Tel.: Elgin 6555. Mgr.: Reg. Beattie.

Represents

CHML, Hamilton, Ont.

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.
Montreal, Que.—1231 St. Catherine St., W. Tel.: Marquette 8021. Commercial Mgr.: J. A. Dupont.

Represents CBC-owned Stations

CBH, Halifax, N. S. CBM, Montreal, Que. CBK, Watrous, Sask.
CBA, Sackville, N. B. CBO, Ottawa, Ont. CBR, Vancouver, B. C.
CBJ, Chicoutimi, Que. CBL, Toronto, Ont. CFP, (leased), Prince Rupert
CBV, Quebec, Que. CIBC, Toronto, Ont. B. C.
CBF, Montreal, Que.

NATIONAL BROADCAST SALES

Toronto, Ont.—Canadian Bank of Commerce Bldg. Tel.: Elgin 1165. Mgr.: R. A. Leslie.
Montreal, Que.—University Tower Bldg. Tel.: Harbour 3051. Mgr.: Roy Hoff.

Represents

CFCH, North Bay, Ont. CKW3, Kingston, Ont. CKEY, Toronto
CK33, Timmins, Ont. CKRN, Regina, Que. CFP, Port Arthur, Ont.
CKYD, Val d'Or, Que. CJEX, Patsburg, Ont. CJAD, Montreal
CKL, Kirkland Lake, Ont. CHAD, Amos, Que. CJCH, Halifax, N. S.

RADIO REPRESENTATIVES, Ltd.

Toronto, Ont.—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dipple.

Toronto and Montreal Representation

CFCN, Calgary, Alta. CKPR, Fort William, Ont. CKMO, Vancouver, B. C.
CJCI, Calgary, Alta. CFQC, Saskatoon, Sask. CHLT, Sherbrooke, Que.
CFRN, Edmonton, Alta. CKCV, Quebec, Que. CKCH, Hull, Que.
CKNW, New Westminster, B. C. CHLN, Three Rivers, Que. CHGS, Summerside, P. E. I.

HORACE N. STOVIN

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
Montreal, Que.—Keefer Bldg. Tel.: Fisteau 8749. Mgr.: J. R. Pearcey.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Measner.
Brandon, Man.—Radio Station CKX. Tel.: 4532. Mgr.: Wally Grigg.

Represents

CKY, Winnipeg, Man. CJGX, Yorkton, Sask. CFPL, London, Ont.
CKX, Brandon, Man. CKSF, Cornwall, Ont. CJRL, Kenora, Ont.
CFAR, Flin Flon, Man. CJBR, Rimouski, Que. CKCR, Kitchener, Ont.
CHSJ, St. John, N. B. CPBR, Brockville, Ont. CKLN, Nelson, B. C.
CKCW, Moncton, N. B. CHPS, PARRY Sound, Ont. CHOV, Pembroke, Ont.
CFOS, Owen Sound, Ont. CJOR, Vancouver, B. C. CHML, Hamilton, Ont.
CFPR, Prince Rupert, B. C. CKLW, Windsor, Ont. (Montreal only)

WILLIAM WRIGHT

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgr.: C. W. Wright.

Represents

CKAC, Montreal, Que. CKCO, Ottawa, Ont. WSOO, Sault Ste. Marie, Mich.

THE BRITISH BROADCASTING CORPORATION

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

Telephone: Circle 7-0565

OFFICERS AND TITLES

John Salt, *North American Director*
W. R. Reid, *Assistant North American Director*
Donovan Rowse, *Special Assistant to N. A. D.*
Henry David, *Head of Research Department*
A. S. Kenas, *Sr. Assistant Research Department*
Christopher Cross, *Public Relations Manager*
A. S. Toby, *Chief Engineer*
Stephen Fry, *Program Operations Manager*
Clement Fuller, *Head of European Service*
Roy Lockwood, *Production Manager*
Evelyn Gibbs, *Talks Producer*

BRANCH OFFICES

San Francisco 9

1060 Bush Street
Telephone: Ordway 4049
Gerald Cock, *Pacific Coast Representative*

Chicago 11

430 N. Michigan Avenue
Telephone: Delaware 6881
William N. Newton, *Middle West Representative*

Washington 6

1150 Connecticut Avenue
Telephone: Executive 1465
Annetta Ebsen, *Manager*
Anthony Wigan, *Washington Correspondent*

RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live independent Radio Stations. Their keynote—and ours—is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN

AND COMPANY

Radio Station Representatives

Montreal • Toronto • Winnipeg

Advertisers Using Blue Network During 1944

| Sponsor | Product | Program | Time (EWT) | No. of Stations | Duration of Contract | Agency |
|--|----------------------------------|-------------------------------------|--------------------------------|-----------------|----------------------|---|
| Adam Hat Store Inc., New York | Men's Hats | Star For a Night | Wednesday, 10:30-11:00 P.M. | 136 | 12/15/43-3/8/44 | Glicksman Advertising, N. Y. |
| Alaska Pacific Salmon Co., Seattle, Wash. | Minute Man Soup | Breakfast at Sardi's | Mon.-Fri., 11:00-11:15 A.M. | 159 | 5/3/43-1/28/44 | J. Wm. Sheets, Seattle |
| Alaska Pacific Salmon Co. (PC), Seattle, Wash. | Minute Man Soup | Breakfast at Sardi's | Mon.-Fri., 12:35-12:40 P.M. | 12 | 5/31/43-5/8/44 | J. Wm. Sheets, Seattle |
| Allis-Chalmers Mfg. Co., Milwaukee, Wisc. | Institutional | Boston Symphony | Saturday, 8:30-9:30 P.M. | 181 | 12/25/43-4/29/44 | Compton Advertising Inc., N. Y. |
| | | Boston Pops Orchestra | Saturday, 8:30-9:30 P.M. | 182 | 10/7/44- | |
| | | | | 181 | 5/6/44-7/15/44 | |
| Aluminum Co. of America, Pittsburgh, Pa. | Institutional | Miss Hattie | Sunday, 3:30-4:00 P.M. | 186 | 9/17/44- | Fuller & Smith & Ross, N. Y. |
| American Cyanamid Co., New York | Pharmaceuticals & Biologicals | The Doctors Talk It Over | Friday, 10:30-10:45 P.M. | 162 | 10/6/44- | Hazard Advertising Co., N. Y. |
| American Home Products Inc. (PC), Jersey City, N. J. | Asacin | Inspector Hawkes & Son | Tues.-Thurs., 12:00-12:15 P.M. | 14 | 11/30/43-1/6/44 | Blackett-Sample-Hummert, Chicago |
| American Meat Institute, Chicago, Ill. | Institutional | Life of Riley | Sunday, 8:00-3:30 P.M. | 167 | 1/16/44-7/2/44 | Leo Burnett Co., Chicago |
| | | | Sunday, 10:00-10:30 P.M. | 165 | 7/9/44- | |
| Austin Studios (PC), Los Angeles, Calif. | Photographs | Musical Portraits | Friday, 10:00-10:15 P.M. | 9 | 9/5/43-11/30/44 | Glasser-Gailey & Co., Los Angeles |
| | | | Thursday, 10:15-10:30 P.M. | | | |
| | | | Sunday, 11:15-11:30 P.M. | | | |
| Barron-Gray Packing Co. (PC), San Jose, Calif. | Here's Health Vegetable Cocktail | Breakfast at Sardi's | Saturday, 12:45-1:00 P.M. | 18 | 11/6/43-7/29/44 | Long Advertising Service, San Francisco |
| | Here's Health Vegetable Cocktail | Buddy Twiss | Mon.-Fri., 4:45-4:50 P.M. | 12 | 8/7/44-11/8/44 | |
| Bekins Van & Storage Co. (PC), Los Angeles, Calif. | Moving & Storage | Remember Hour | Sunday, 2:30-3:00 P.M. | 10 | 1/2/44- | A. E. Brooks Adv., Los Angeles |
| Beneficial Casualty Insur. Co. (PC) | Insurance | Radio Newsweekly | Sunday, 1:15-1:30 P.M. | 11 | 1/2/44-4/9/44 | Hillman-Shane-Breyer |
| Borden Co., New York | Hemo Milk & Ice Cream | Fannie Hurst Presents Happy Island | Saturday, 10:00-10:30 A.M. | 192 | 7/8/44-12/30/44 | Young & Rubicam Inc., N. Y. |
| | | | Friday, 7:00-7:30 P.M. | 184 | 9/8/44- | |
| Botany Worsted Mills, Passaic, N. J. | Botany Cosmetics | One Woman's Opinion—Lisa Sergio | Monday, 10:45-11:00 A.M. | 179 | 10/30/44- | Alfred J. Silberstein, Inc., N. Y. |
| Boyle Co., A. S. (PC), Jersey City, N. J. | Old English Products | Breakfast at Sardi's | Mon.-Fri., 12:55-1:00 P.M. | 14 | 9/14/42-6/30/44 | J. Walter Thompson Co., Los Angeles |
| Breck Inc., John H., Springfield, Mass. | Breck Hair Shampoo | Beautiful Music | Wednesday, 3:30-4:00 P.M. | 12 | 8/2/44- | Charles H. Sheldon Adv., Springfield, Mass. |
| Bristol-Myers Co., New York | Minit-rub & Sal Hepatica | Duffy's Tavern | Tuesday, 8:30-9:00 P.M. | 150 | 10/5/43-6/27/44 | Young & Rubicam Inc., N. Y. |
| | Minit-rub & Sal Hepatica | Nit Wit Court (Duffy's Summer Sub.) | Tuesday, 8:30-9:00 P.M. | 151 | 7/4/44-9/26/44 | |
| | Ipana & Mum | Parker Family | Friday, 8:15-8:30 P.M. | 150 | 4/30/43-11/10/44 | |
| | Sal Hepatica & Vitalis | The Alan Young Show | Tuesday, 8:30-9:00 P.M. | 147 | 10/3/44- | |
| | Mum & Ipana | Gracie Fields | Tuesday, 9:00-9:30 P.M. | 147 | 11/14/44- | |
| Bu-Tay Products (PC), Vernon, Calif. | Raindrops (water softener) | World of Tomorrow | Wednesday, 4:45-4:50 P.M. | 15 | 6/13/44- | Glasser-Gailey & Co., Los Angeles |
| Carter Products Inc., New York | Carter's Little Liver Pills | Keepsakes | Sunday, 8:30-9:00 P.M. | 98 | 9/5/43-9/24/44 | Ted Bates Inc., N. Y. |
| | ArRID | Jimmie Fidler | Sunday, 9:45-10:00 P.M. | 157 | 3/2/42- | Small & Seiffer, Inc., N. Y. |
| Carter Products (PC), New York | ArRID | Deadline Dramas | Sunday, 12:00-12:30 P.M. | 22 | 12/26/43-9/24/44 | Ted Bates Inc., N. Y. |
| Chatham Mfg. Co., New York | Blankets | Chatham Shopper—Lois Long | Saturday, 11:00-11:15 A.M. | 186 | 9/30/44-12/2/44 | The M. H. Hackett Co., N. Y. |
| | | Chatham Shopper and 3 Suns | Saturday, 11:00-11:15 A.M. | 187 | 12/9/44-12/23/44 | |
| | | | Saturday, 11:45-12 Noon | 187 | 12/30/44- | |
| Chef Boy-Ar-Dee Quality Foods Inc., Milton, Pa. | Spaghetti Dinner | What's Cookin' | Saturday, 10:30-10:55 A.M. | 189 | 8/19/44- | McJunkin Adv. Co., Chicago |
| Chicago Burlington & Quincy RR | Institutional | Pioneer Zephyr Birthday Party | Monday, 11:45-12:00 Noon | | 4/10/44 only | Reincke, Ellis, Younggreen & Finn |
| Clark Co., D. L., Pittsburgh, Pa. | Clark Chewing Gum Candy | Where Do We Stand | Sunday, 5:00-5:30 P.M. | 163 | 2/28/43-2/20/44 | Walker & Downing, Pittsburgh |
| | | Mary Small Revue | Sunday, 5:00-5:30 P.M. | 165 | 2/27/44- | |
| Coca-Cola Co., Atlanta, Ga. | Coca-Cola | Spotlight Bands | Mon.-Sat., 9:30-9:55 P.M. | 183 | 9/21/42- | D'Arcy Advertising Co., N. Y. |
| | Coca-Cola | Songs by Morton Downey | Mon.-Fri., 8:00-8:15 P.M. | 151 | 2/8/43-12/1/44 | D'Arcy Advertising Co., N. Y. |
| | War Bonds | Songs from Morton Downey | Mon.-Fri., 8:00-8:15 P.M. | 151 | 12/4/44- | D'Arcy Advertising Co., N. Y. |
| | | U. S. Treasury Program | Wednesday, 9:30-9:55 P.M. | | 2/9/44 only | |
| | | | Thursday, 9:30-10:00 P.M. | | 3/2/44 only | |
| Colgate-Palmolive-Foot Co., Jersey City, N. J. | Supersuds | Blondie | Friday, 7:00-7:30 P.M. | 179 | 7/21/44-9/1/44 | Wm. Esty & Co., N. Y. |
| Corley Diet Food Co. (PC), San Francisco, Calif. | Dr. Corley's Lax | Dr. Sweetland | Sunday, 12:30-12:45 P.M. | 9 | 5/7/44- | Rhoades & Davis, San Francisco |
| Cummer Products Co., Brattleboro, Vt. | Energine | Battle of the Sexes | Wednesday, 8:30-9:00 P.M. | 81 | 9/8/43-2/2/44 | Young & Rubicam, N. Y. |
| | Energine | My Best Girls | Wednesday, 8:30-9:00 P.M. | 101 | 2/9/44- | |
| Curtis Publishing Co., Philadelphia, Pa. | Saturday Evening Post | The Listening Post | Tues.-Fri., 10:45-11:00 A.M. | 189 | 2/8/44- | MacFarland Aveyard & Co., N. Y. |
| | | Four Freedoms War Bond Show | Saturday, 10:30-11:00 P.M. | | 4/29/44 only | MacFarland Aveyard & Co., N. Y. |
| Deisel-Wemmer-Gilbert Co., Detroit, Mich. | R. G. Dun Cigars | Smoke Rings | Wed.-Fri., 9:55-10:00 P.M. | 20 | 12/1/43-1/21/44 | Century Adv. Agency, Detroit |
| Denalan Company (PC), San Francisco, Calif. | Denalan Tooth Powder | Buddy Twiss | Tues.-Thurs., 4:45-4:50 P.M. | 14 | 6/13/44- | Rhoades & Davis, San Francisco |
| Dodge Boat & Plane Corp., Virginia | Institutional | Army/Navy "E" Award | Thursday, 3:30-4:00 P.M. | | 6/22/44 only | |
| Dr. Pepper Co., Dallas, Texas | Soft Drinks | Fun Valley With Al Pearce | Sunday, 4:00-4:30 P.M. | 154 | 10/8/43-7/30/44 | Tracy-Locke Co., Dallas |
| | Soft Drinks | Darts for Dough | Sunday, 4:00-4:30 P.M. | 148 | 8/6/44- | |
| Eastern Outfitting Co. (PC), Portland, Oreg. | Brandbury Clothes | Walter Duranty | Sunday, 8:30-8:45 P.M. | 9 | 1/16/44-7/2/44 | Robert Smith Adv. Agency, Portland |

(Continued on Page 272)

WINNN



LOUISVILLE

Basic Blue Network

Represented by

PEGGY STONE, *New York*

GEORGE ROESLER, *Chicago*

HOMER GRIFFITH COMPANY, *Hollywood & San Francisco*

Advertisers Using Blue Network During 1944

[Continued from Page 270]

| Sponsor | Product | Program | Time (EWT) | No. of Stations | Duration of Contract | Agency |
|---|--|---|---------------------------------------|-----------------|----------------------|--|
| Elgin National Watch Co., Elgin, Ill. | Watches | Nero Wolfe | Friday, 7:00-7:30 P.M. | 135 | 1/21/44-7/14/44 | J. Walter Thompson Co., Chicago |
| | Watches | Keep Up With the World | Sunday, 10:30-11:00 P.M. | 127 | 7/23/44— | |
| Esquire Inc., Chicago, Ill. | Coronet Magazine | Coronet Story Teller | Mon.-Fri., 9:55-10:00 P.M. | 129 | 1/24/44— | Schwimmer & Scott Adv. Agcy., Chicago |
| | | Coronet Quick Quiz | Saturday, 9:55-10:00 P.M. | 129 | | |
| Eversharp Inc., Chicago, Ill. | Pens & Pencils | Let Yourself Go | Tuesday, 7:00-7:30 P.M. | 148 | 3/21/44-6/27/44 | The Blow Co., N. Y. |
| | | | Tuesday, 10:30-11:00 P.M. | 165 | 7/4/44— | |
| Falstaff Brewing Co., St. Louis, Mo. | Beer | Falstaff Show | Mon., Wed., Fri., 11:00-11:15 P.M. | 37 | 4/3/44— | Dancer-Fitzgerald-Sample, Chicago |
| Ferry-Morse Seed Co. (PC), San Francisco, Calif. | Garden Seeds | Cabbages & Queens | Thursday, 6:15-6:30 P.M. | 11 | 2/24/44-5/25/44 | None |
| Fisher Flouring Mills Inc. (PC), Seattle, Wash. | Fisher Wheat Germ & Zoom | Breakfast at Sardi's | Mon., Thurs., 12:40-12:45 P.M. | 14 | 7/30/42-6/29/44 | Pacific Nat'l Adv. Agcy., Seattle |
| | Zoom | James Abbee Observes | Mon.-Fri., 10:30-10:45 A.M. | 30 | 3/29/43— | Pacific Nat'l Adv. Agcy., Portland Oreg. |
| | Cereals & Flour | Radio Parade | Mon.-Fri., 4:15-4:30 P.M. | 15 | 3/13/44-7/29/44 | Pacific Nat'l Adv. Agcy., Seattle |
| Folger Coffee Co. (PC), San Francisco, Calif. | Coffee | Breakfast at Sardi's | Saturday, 12:30-12:45 P.M. | 18 | 8/14/43-7/29/44 | Raymond R. Morgan Co., Hollywood |
| Ford Motor Co., Dearborn, Mich. | Ford Motors | Watch the World Go By | Sun.-Sat., 8:00-8:15 P.M. | 165 | 7/12/42-1/8/44 | J. Walter Thompson Co., Chicago |
| | | Sters of the Future | Mon.-Fri., 8:00-8:15 P.M. | 165 | 1/10/44-12/7/44 | |
| | | Greenfield Chapel Service | Friday, 8:00-8:30 P.M. | 165 | 12/8/44— | |
| | | Early American Dance Music | Sunday, 8:00-8:15 P.M. | 165 | 1/9/44— | |
| | | | Saturday, 8:00-8:15 P.M. | 164 | 1/22/44-5/13/44 | |
| | | | 8:00-8:30 P.M. | 164 | 5/20/44— | |
| Garrett & Co., Inc., New York | Virginia Dare Wines | Silent Night | Thursday, 7:30-8:00 P.M. | 140 | 12/21/44 only | Ruthrauff & Ryan Inc., Chicago |
| General Foods Inc., New York | Grape Nut Flakes | Hop Harrigan | Mon.-Fri., 4:45-5:00 P.M. | 188 | 10/2/44— | Young & Rubicam Inc., N. Y. |
| General Mills Inc., Minneapolis, Minn. | Cheerioats | Lone Ranger | Mon., Wed., Fri., 7:30-8:00 P.M. | 53 | 5/4/42— | Dancer-Fitzgerald-Sample, Chicago |
| | Wheaties | Jack Armstrong | Mon.-Fri., 5:30-5:45 P.M. | 166 | 8/31/42— | Knox Reeves Adv., Minneapolis |
| | Wheaties | John Gunther | Fri.-Sat., 10:00-10:15 P.M. | 64 | 9/24/43-1/29/44 | Knox Reeves Adv., Minneapolis |
| Grove Laboratories, St. Louis, Mo. | 4-Way Cold Tablets & Defender Vitamins | Your Sunday News Extra with Leland Stowe | Sunday, 1:55-2:00 P.M. | 170 | 7/2/44-10/29/44 | Donahue & Coe Co., N. Y. |
| | | Your Sunday News Extra with George Gunn | Sunday, 1:55-2:00 P.M. | 170 | 11/5/44— | |
| Gum Laboratories, Clifton Heights, Pa. | Ivoryne Chewing Gum | Hello Sweetheart | Saturday, 5:45-6:00 P.M. | 190 | 12/18/43— | McJunkin Adv. Co., Chicago |
| Hall Brothers, Kansas City, Mo. | Hallmark Greeting Cards | Meet Your Navy | Friday, 8:30-9:00 P.M. | 163 | 10/15/43-10/6/44 | Henri, Hurst, MacDonald, Chicago |
| | Hallmark Greeting Cards | Hallmark's Charlotte Greenwood Show | Sunday, 3:00-3:30 P.M. | 183 | 10/15/44— | Foote, Cone & Belding, Chicago |
| Harvel Watch Co., New York | Watches | John B. Kennedy | Sunday, 1:00-1:15 P.M. | 60 | 12/19/43— | A. W. Lewin Co., Newark |
| Hastings Mfg. Co., Hastings, Mich. | Piston Rings & Casite | Earl Godwin | Friday, 10:00-10:15 P.M. | 175 | 7/7/44— | Keeling & Co., Indianapolis |
| Hires, The Chas. E. Co., Philadelphia, Pa. | Hire's Root Beer | Heidt Time for Hires | Monday, 7:00-7:30 P.M. | 136 | 1/24/44— | N. W. Ayer & Son, N. Y. |
| Jergens Co., Andrew, Cincinnati, Ohio | Jergens Lotion & Woodbury Soap & Cream & Face Powder | Jergens Journal with Walter Winchell | Sunday, 9:00-9:15 P.M. | 169 | 9/2/34— | Leanen & Mitchell, N. Y. |
| | Jergens Lotion & Woodbury Soap & Cream & Face Powder | Chamber Music Society of Lower Basin Street | Sunday, 9:15-9:45 P.M. | 159 | 7/18/43-10/8/44 | |
| | Jergens Lotion & Woodbury Soap & Cream & Face Powder | Hollywood Mystery Time | Sunday, 9:15-9:45 P.M. | 159 | 10/15/44-11/26/44 | |
| | Jergens Lotion & Woodbury Soap & Cream & Face Powder | Louella Parsons—Hollywood Mystery Time | Sunday, 9:15-9:45 P.M. | 159 | 12/3/44— | |
| | No Product | Congressman Martin Dies | Sunday, 9:15-9:30 P.M. | | 3/26/44 only | Lennen & Mitchell, N. Y. |
| Kelite Products Inc. (PC), Los Angeles, Calif. | Kenu | Sam Hayes-Spectator | Sunday, 4:30-4:45 P.M. | 10 | 10/17/43-4/9/44 | Little & Co., Los Angeles |
| Kellogg Co., Battle Creek, Mich. | Kellogg's Pep | Breakfast at Sardi's | Mon.-Fri., 11:15-11:30 A.M. | 190 | 5/3/43— | Kenyon & Eckhardt, N. Y. |
| | Kellogg Products | Breakfast Club | Mo.-Fri., 9:45-10:00 A.M. | 211 | 7/5/43-12/29/44 | |
| | All Bran & Gro-Pup | Kellogg News | Mon.-Fri., 11:30-11:45 A.M. | 190 | 8/9/43— | |
| | Kellogg Products | Jack Berch and His Boys | Mon.-Fri., 11:45-12 Noon | 178 | 10/2/44-12/29/44 | |
| Kellogg Co. (PC), Battle Creek, Mich. | Kellogg Products | Tom Brenneman's Highlights | Friday, 12:00-12:30 A.M. | 16 | 10/20/44— | Kenyon & Eckhardt, N. Y. |
| Kem-Tone, Cleveland, Ohio | Kem-Tone | Dunninger | Wednesday, 9:00-9:30 P.M. | 160 | 1/5/44-12/27/44 | Newell-Emmett Co., N. Y. |
| Kerr Glass Mfg. Co., (PC), Los Angeles, Calif. | Mason-Jars and Caps | Breakfast at Sardi's | Tues., Wed., Fri., 12:40-12:45 P.M. | 14 | 5/16/44-6/30/44 | Raymond R. Morgan Co., Hollywood |
| Langendorf United Bakeries (PC) San Francisco, Calif. | Bread and Other Products | Red Ryder | Tues., Thurs., Sat., 10:30-11:00 P.M. | 8 | 2/10/42-8/5/44 | Pacific Coast Adv. Co., San Francisco |
| Larus & Brother Co., Richmond, Va. | Chelsea Cigarettes | Guy Lombardo in Musical Autographs | Sunday, 10:30-11:00 P.M. | 176 | 1/16/44-4/30/44 | Warwick & Legler, N. Y. |
| | | | Saturday, 10:00-10:30 P.M. | 176 | 5/6/44— | |
| Lehn & Fink Products, New York | Hinds Hand Lotion and Honey and Almond Cream | Blind Date | Monday, 8:30-9:00 P.M. | 194 | 10/25/43— | William Esty & Co., N. Y. |
| | | | | | | Spitzer & Mills Ltd., Toronto |
| Libby, McNeill & Libby, Chicago, Ill. | Corned Beef Hash, Deviled Ham and Vienna Sausages | My True Story | Mon., Fri., 10:15-10:40 A.M. | 192 | 4/17/44-7/14/44 | J. Walter Thompson Co., Chicago |
| | | | Mon., Fri., 10:00-10:25 A.M. | 192 | 7/17/44— | |

(Continued on Page 274)

It's the Character of a radio station which counts!

To
the listener
power, coverage,
millivolt contours, audience
measurement means little. It's the
character and purpose . . . the ideals and
courage . . . the personality and vigor . . . the
spirit of sincere public service which counts most. ★ ★
Since its inception WFIL has striven ably and effectively . . . has
spared nothing . . . to bring to Philadelphians the type of radio enter-
tainment which they prefer. It's because of this WFIL is deep-rooted in the
hearts of Philadelphians. ★ ★ What gives a radio station character?
Not necessarily the cold, insensitive figures which appear in
audience ratings—most of which are due to network situ-
ations beyond the control of the individual station
—but the warmth and sincerity which peo-
ple feel. Ask a Philadelphian which
station they feel is *their*
station—invariably
they answer,
WFIL.

A BLUE NETWORK AFFILIATE

Represented nationally by The Katz Agency

WFIL
★ 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Advertisers Using Blue Network During 1944

[Continued from Page 272]

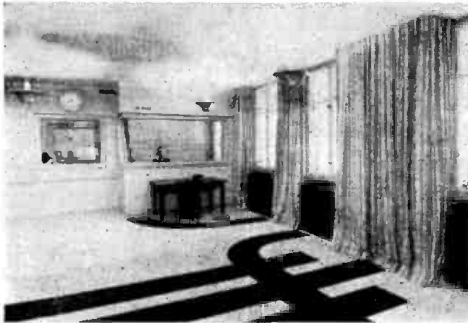
| Sponsor | Product | Program | Time (EWT) | No. of Stations | Duration of Contract | Agency |
|---|---|---|--|-------------------|--|--|
| Lockheed Aircraft Corp., Burbank, Calif. | Transportation | The Man Called X | Saturday, 10:30-11:00 P.M. | 182 | 9/9/44— | Foote, Cone & Belding, Hollywood |
| Luft Co., George W., Long Island City, N. Y. | Tangee Face Powder | Sammy Kaye's Tangee Serenade | Sunday, 1:30-1:55 P.M. | 179 | 5/7/44— | Warwick & Legler, N. Y. |
| Lyon Van & Storage Co (PC), Los Angeles, Calif. | Storage and Moving | Andy and Virginia | Mon., Wed., Fri., 7:30-7:45 P.M. | 12 | 2/14/44-11/10/44 | BBDO., N. Y. |
| McKesson & Robbins Inc., Bridgeport, Conn. | McKesson & Robbins Products | Joe E. Brown—Stop or Go | Thursday, 10:30-11:00 P.M. Saturday, 8:30-9:00 P.M. | 166 156 | 3/23/44-9/28/44 10/8/44— | J. D. Tarcher & Co., N. Y. |
| Mail Pouch Tobacco, Wheeling, W. Va. | Tobacco | Counterspy | Monday, 9:00-9:30 P.M. | 170 | 9/28/42— | Walker & Downing, Pittsburgh |
| Manhattan Soap Co. New York | Sweetheart Soap | Scramby Amby | Wednesday, 7:00-7:30 P.M. Wednesday, 10:30-11:00 P.M. | 180 177 | 7/26/44-8/30/44 9/6/44— | Duane Jones Co., N. Y. |
| Mentholatum (PC), Wilmington, Del. | Mentholatum | What's Doin' Ladies | Mon., Wed., 5:15-5:30 P.M. Saturday, 10:30-10:45 A.M. | 15 | 6/19/44— | J. Walter Thompson Co., N. Y. |
| Miles Labs Inc., Elkhart, Ind. | Alka-Seltzer Vitamins | Quiz Kids Lum 'n Abner | Sunday, 7:30-8:00 P.M. Mon., Thurs., 8:15-8:30 P.M. | 139 128 | 9/4/40— 9/29/41— | Wade Adv. Agency, Chicago |
| Moffett Co., S.A. (PC), Seattle, Wash. | Polar Frozen Foods | What's Doin' Ladies | Tues., Thurs., 5:15-5:30 P.M. | 15 | 4/27/44— | Erwin, Wasey & Co., Seattle |
| Nash-Kelvinator Corp., Detroit, Mich. | Nash Motor Cars and Kelvinator Refrigerators | Andrews Sisters Show | Sunday, 4:30-5:00 P.M. | 191 | 12/31/44— | Geyer, Cornell & Newell, N. Y. |
| Nat'l Bd. of Fire Underwriters, New York | Fire Insurance | Leland Stowe | Saturday, 7:15-7:30 P.M. | 73 | 7/22/44— | MacFarland-Aveyard & Co., N. Y. |
| Northwestern Yeast Co., Chicago, Ill. | Yeast Foam | Songs of a Dreamer | Saturday, 10:00-10:15 A.M. | 41 | 10/5/42-4/1/44 | MacFarland-Aveyard & Co., Chicago |
| O-Cedar Corporation, Chicago, Ill. | Mops and Floor Polish | Hot Copy Time Views the News | Sunday, 3:30-4:00 P.M. Sunday, 5:30-6:00 P.M. Thursday, 4:30-4:45 P.M. | 166 181 190 | 8/29/43-6/18/44 6/25/44-11/19/44 11/23/44— | Aubrey, Moore & Wallace Inc., Chicago |
| O'Sullivan Rubber Co., Winchester, Va. | O'Sullivan Heels | Leon Henderson | Saturday, 6:45-7:00 P.M. | 95 | 8/14/43-8/5/44 | Advertising & Sales Council, Winchester, Va. |
| Owens-Illinois Glass Co., Toledo, Ohio | Institutional | The Fred Waring Program | Thursday, 7:00-7:30 P.M. Thursday, 10:00-10:30 P.M. | 179 179 | 9/7/44-12/28/44 1/4/45— | J. Walter Thompson Co., N. Y. |
| Pacific Guano Company (PC), Berkeley, Calif. | Garden Fertilizer | Look Who's Here | Wednesday, 6:15-6:30 P.M. | 11 | 3/15/44-8/7/44 | O. E. Hopter Industrial Adv., Oakland |
| Peter Fox Brewing Co., Chicago, Ill. | Beer | Fox Deluxe Variety Hall | Tuesday, 7:30-8:00 P.M. | 35 | 12/21/43-3/14/44 | Schwimmer & Scott Adv. Agcy., Chicago |
| Peter Paul, Inc. (PC), Connecticut | Chocettes | Sam Hayes—News | Sunday, 12:00-12:15 A.M. | 16 | 12/31/44— | Brisacher, Van Norden & Staff, Los Angeles |
| Philco Corporation, Philadelphia, Pa. | Radios and Refrigerators Radios and Refrigerators | Radio Hall of Fame Philco Summer Hour | Sunday, 6:00-7:00 P.M. Sunday, 6:00-7:00 P.M. | 202 202 | 12/5/43-5/28/44 10/1/44— 6/4/44-9/24/44 | Hutchins Adv. Co., Philadelphia |
| Procter & Gamble, Cincinnati, Ohio | Crisco and Ivory Flakes Procter & Gamble Products | Breakfast at Sardi's Glamour Manor | Mon., Fri., 11:00-11:15 A.M. Mon., Fri., 12:00-12:30 P.M. | 192 172 | 1/31/44— 7/3/44— | Compton Advertising Inc., N. Y. |
| Procter & Gamble (PC), Cincinnati, Ohio | Crisco and Ivory Flakes | Breakfast at Sardi's | Mon., Fri., 12:35-12:40 P.M. | 15 | 6/19/44-6/30/44 | Compton Advertising, Inc., N. Y. |
| Quaker Oats, Chicago, Ill. | Puffed Wheat Sparkies Puffed Rice Sparkies Aunt Jemina Pancake Flour, Muffets Cereal | Terry and the Pirates The Aunt Jemina Show | Mon., Fri., 6:00-6:15 P.M. Mon., Fri., 5:00-5:15 P.M. Mon., Fri., 10:25-10:30 A.M. | 193 194 186 | 8/2/43-5/26/44 5/29/44— 6/19/44— | Sherman & Marquette Inc., Chicago Sherman K. Ellis & Co., Chicago |
| Radio Corporation of America, Camden, N. J. | Institutional | What's New Music America Loves Best | Saturday, 7:00-8:00 P.M. Saturday, 7:30-8:00 P.M. | 159 159 | 9/4/43-2/26/44 3/4/44-8/26/44 | J. Walter Thompson Co., N. Y. |
| Rainier Brewing Co. (PC), San Francisco, Calif. | Beer, Malt and Ale | Club Good Cheer United Nations Forum | Tuesday, 12:30-1:00 A.M. Tuesday, 12:30-1:00 A.M. | 11 11 | 2/12/44-10/31/44 11/7/44— | Buchanan & Co., Los Angeles |
| Raytheon Production Corp., Newton, Mass. | Radio Tubes and Electrical and Electronic Products | Meet Your Navy | Saturday, 7:30-8:00 P.M. | 168 | 10/14/44— | Burton Browne Advertising, Chicago |
| Reader's Digest Assn., Inc., Pleasantville, N. Y. | Reader's Digest Magazine | America's Town Meeting of the Air | Thursday, 8:30-9:30 P.M. | 166 | 9/7/44— | BBDO., N. Y. |
| Red-EE Foods Inc. Co. (PC), Los Angeles, Calif. | Cinch Cake Mix | Polly Patterson | Mon., Wed., Fri., 1:55-2:00 P.M. | 14 | 4/3/44-6/16/44 | Elwood J. Robinson Adv., Los Angeles |
| Resinol Chemical Co. (PC), Baltimore, Md. | Resinol Soap and Ointment | Edw. Jorgenson | Mon., Wed., Fri., 4:50-5:00 P.M. | 10 | 2/14/44-6/23/44 | Courthand D. Ferguson, Baltimore |
| Revlon Products Corp., New York | Nail Enamel and Lipstick | Revlon Theatre | Thursday, 10:30-11:00 P.M. Sunday, 10:00-10:30 P.M. | 79 79 | 9/30/43-10/14/43 10/17/43-3/26/44 | Wm. H. Weintraub & Co., N. Y. |
| RRKO Radio Pictures, Inc., New York | RKO Pictures | Hollywood Star Time | Mon., Fri., 3:15-3:30 P.M. | 188 | 5/29/44-11/24/44 | Foote, Cone, & Belding, N. Y. |
| RKO Pictures Inc. (PC), New York | Motion Pictures | Hollywood Star Time | Mon., Fri., 3:15-3:30 P.M. | 20 | 2/28/44-5/26/44 | Foote-Cone & Belding, N. Y. |
| Safeway Stores Inc. (PC), Oakland, Calif. | Kitchen Craft Flour and Busy Baker Crackers | What's Doin' Ladies | Mon., Fri., 5:00-5:15 P.M. | | 11/15/43— | J. Walter Thompson Co., San Francisco |
| S & W Fine Foods (PC), San Francisco | S & W Coffee and Marmalade | World Wide Review | Mon., Fri., 4:00-4:15 P.M. | 15 | 1/10/44-12/1/44 | Brisacher, Van Norden & Staff, San Francisco |
| Scripto Mfg. Co., Atlanta, Ga. | Pencils | George Hicks | Sunday, 1:15-1:30 P.M. | 167 | 9/17/44— | Tucker Wayne & Co., Atlanta |
| Seaboard Finance Co. (PC), Los Angeles | Personal Loans | Seaboard News | Tues., Thurs., Sat., 10:15-10:30 P.M. | 3 | 11/29/43-5/25/44 | Smith & Bull Adv. Agcy., Los Angeles |
| Serutan Co., Jersey City, N. J. | Nutrex and Serutan | Drew Pearson Monday Morning Headlines News—Don Gardiner | Sunday, 7:00-7:15 P.M. Sunday, 7:15-7:30 P.M. Sunday, 7:15-7:30 P.M. | 165 162 162 | 10/12/41— 7/23/44-9/24/44 10/1/44— | Raymond Spector Co., N. Y. |
| Shellmar Products, Ohio | Converter, Cellophane and Pliofilm | Army/Navy "E" Award | Saturday, 5:00-5:30 P.M. | | 4/8/44 Only | John Strover, Columbus |

(Continued on Page 276)

NEW KFOR FACILITIES

NEW AUDIENCE HIGHS

NEW AND BETTER SALES OPPORTUNITIES



Studio "A", new and modern, with every facility for sound broadcasting.



The Audition and Clients' room.

Modern, high efficiency tower.



The new, ultra-smart, ultra-comfortable reception room (below).



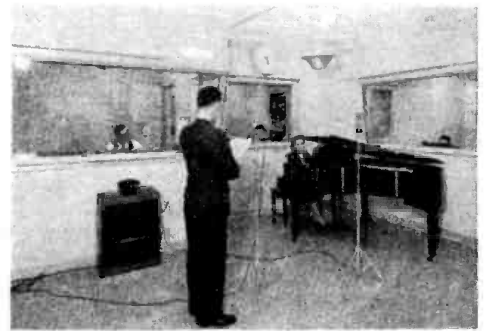
All the new facilities of KFOR are aimed to increase your sales in the Lincoln market. Newly completed, modern studios and offices give us a greater opportunity than ever before to serve our audiences and our advertisers.

THEIR APPRECIATION is reflected in the last Hooper index. KFOR leads with the Lincoln audience from 8:00 a. m. until 6:00 p. m.

YOU can join the big parade of satisfied KFOR Mutual and Blue Network advertisers. The line forms at the Edward Pety Co., Inc., office.



Office of Station Manager Melvin Drake



Studio "B" for small productions.



Studios in the Stuart Building.

KFOR

1240 KC, LOCAL CHANNEL LINCOLN

GORDON GRAY, GENERAL MANAGER, MELVIN DRAKE, STATION MANAGER

BROADCASTING • Broadcast Advertising

1945 Yearbook Number • Page 275

Advertisers Using Blue Network During 1944

[Continued from Page 274]

| Sponsor | Product | Program | Time (EWT) | No. of Stations | Duration of Contract | Agency |
|--|--|--|------------------------------------|-----------------|-----------------------------|---|
| Sherwin-Williams Co., Cleveland, Ohio | Paints | Metropolitan Auditions of the Air | Sunday, 4:30-5:00 P.M. | 158 | 11/28/43-4/9/44 | Warwick & Legler, Inc., N. Y. |
| | | Metropolitan Opera Presents World of Song | Sunday, 5:30-6:00 P.M. | 152 | 11/26/44— | |
| | | | Sunday, 4:30-5:00 P.M. | 158 | 4/16/44-11/19/44 | |
| Sloan, Dr. Earl S., New York | Sloan's Liniment | Gangbusters | Friday, 9:00-9:30 P.M. | 95 | 9/18/42-1/5/45 | Warwick & Legler Inc., N. Y. |
| Socony-Vacuum Oil Co., New York | Petroleum Products | Raymond G. Swing | Mon., Thurs., 10:00-10:15 P.M. | 136 | 9/28/42-12/28/44 | Compton Adv. Agcy., N. Y. |
| Soil-Off Mfg. Co. (PC), Glendale, Calif. | Soil-Off | Buddy Twiss | Mon., and Fri., 10:45-10:50 P.M. | 15 | 11/6/44— | McCann-Erickson Inc., Los Angeles |
| Staley Mfg. Co., Decatur, Ill. | Cornstarch, Corn Syrup, Soy Flour, Cube Starch | Sweet River | Mon., Fri., 10:00-10:15 A.M. | 188 | 1/3/44-7/14/44 | Hill Blackett Co., Chicago |
| Standard Oil Co. of Calif. (PC) San Francisco | Petroleum Products | Lowell Thomas | Mon., Fri., 12:30-12:45 A.M. | 18 | 11/1/43-5/12/44 | BBDO., S. F. |
| Sun Oil Company, Philadelphia, Pa. | Sunoco Gasoline and Motor Oil | Lowell Thomas | Mon., Fri., 6:45-7:00 P.M. | 24 | 6/13/32-1/21/44 | Roche, Williams & Cunyngnam, Philadelphia |
| Sweets Co. of America, Hoboken, N. J. | Tootsie Rolls and Tootsie V-M V-M | Dick Tracy | Mon., Wed., Fri., 5:15-5:30 P.M. | 47 | 9/13/43-5/29/44 | Duane Jones Co., N. Y. |
| | | Kiernan's News Corner | Mon., Wed., Fri., 2:00-2:15 P.M. | 26 | 6/19/44-9/15/44 | |
| | | | | | | |
| Swift & Company, Chicago | Swift Products | Breakfast Club | Mon., Sat., 9:30-9:45 A.M. | 237 | 2/8/41— | J. Walter Thompson, Chicago |
| Swift & Company (PC), Chicago, Ill. | Jewell Shortening | Breakfast at Sardi's | Tues, Wed., Fri., 1:00-1:15 P.M. | 13 | 12/21/43-6/16/44 | J. Walter Thompson Co., Chicago |
| Texas Company, New York | Texaco Petroleum Products | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 190 | 11/27/43-5/6/44 12/2/44— | Buchanan & Co., N. Y. |
| Time Inc., New York | Time Magazine | March of Time | Thursday, 10:30-11:00 P.M. | 181 | 11/2/44— | Young & Rubicam Inc., N. Y. |
| Trimount Clothing Co., New York | Clipper Craft Clothes | Dorothy Thompson | Sunday, 7:15-7:30 P.M. | 70 | 3/19/44-6/11/44 | Emil Mogul Co., N. Y. |
| | | | Sunday, 8:15-8:30 P.M. | 68 | 9/24/44-12/17/44 | |
| Union Ice Co. of Calif. (PC) San Francisco | Refrigeration with Ice | Breakfast at Sardi's | Saturday, 1:00-1:15 P.M. | 14 | 1/8/44-7/29/44 | Geo. W. Wessells Co., Los Angeles |
| Wander Co., Chicago, Ill. | Ovaltine | Captain Midnight | Mon., Fri., 5:45-6:00 P.M. | 78 | 9/27/43-6/23/44 | Hill Blackett & Co., Chicago |
| | | | | 64 | 9/25/44— | |
| Wash. Coop. Egg & Poultry Assn. (PC), Seattle, Wash. | Lynden Chicken | Collins Calling | Saturday, 1:15-1:30 P.M. | 15 | 7/1/44— | Pacific Nat. Adv. Co., Seattle |
| Wash. State Apple Commission (PC), Wenatchee, Wash. | Apples | Edward Jorgensen | Mon., Wed., Fri., 4:50-5:00 P.M. | 16 | 10/16/44— | J. Walter Thompson, San Francisco |
| Welch Grape Juice Co., Westfield, N. Y. | Grape Juice, Jellies, Jams and Marmalade | Time Views the News | Mon., Wed., Fri., 4:30-4:45 P.M. | 194 | 6/5/44— | H. W. Kastor & Sons Adv. Co., Chicago |
| Westinghouse Electric Mfg. Co. Pittsburgh, Pa. | Institutional | Top of the Evening | Mon., Wed., Fri., 10:15-10:30 P.M. | 165 | 3/13/44-6/9/44 | McCann-Erickson Inc., N. Y. |
| | | Top of the Evening With Ted Malone | Mon., Wed., Fri., 10:15-10:30 P.M. | 165 | 6/14/44-12/8/44 | |
| | | | Mon., Tues., Wed., 8:00-8:15 P.M. | 165 | 12/11/44— | |
| Wheeling Steel Corp., Wheeling, W. Va. | Steel Products | Musical Steelmakers | Sunday, 5:30-6:00 P.M. | 103 | 9/26/43-6/18/44 | Critchfield & Co., Chicago |
| Wilco Company (PC), Los Angeles | Clearax and Biff Flyspray | Buddy Twiss | Mon. and Fri., 4:45-4:50 P.M. | 14 | 4/4/44-8/25/44 | Elwood J. Robinson Adv., Los Angeles |
| Williamson Candy Co., Chicago, Ill. | Candy Bars | Famous Jury Trials | Tuesday, 9:00-9:30 P.M. | 101 | 11/11/40-10/31/44 | Aubrey, Moore & Wallace, Chicago |
| | | | Friday, 8:30-9:00 P.M. | 122 | 11/10/44— | |
| Wilson Sporting Goods Co., Chicago, Ill. | Sporting Goods | National Professional Football Championship Game | Sunday, 2:00-4:30 P.M. | 191 | 12/17/44 Only | United States Adv. Corp., Chicago |

WSRR

STAMFORD, CONNECTICUT

ask
anyone!

**FOCUS YOUR EYES ON THIS *progressive* STATION
IN EXPANDING OKLAHOMA!**



**BLUE NETWORK
AFFILIATE**

**KEY STATION
OF THE
OKLAHOMA NETWORK**

**250
WATTS**

**1400
KILOCYCLES**

COVERAGE DATA

| | |
|-----------------------------|---------------|
| COUNTIES served | 25 |
| POPULATION served | 895,801 |
| (44% of State) | |
| DWELLINGS served | 279,104 |
| TOTAL RADIOS | 198,193 |
| Urban Radlos | 113,940 |
| Non-Farm Rural Radios | 35,345 |
| Rural Farm Radios | 48,908 |
| *INCOME | \$876,231,000 |
| (49.93% of State Income) | |
| *RETAIL SALES | \$410,887,000 |
| (51.75% of State's Sales) | |

***1943 Figures**
For up-to-the-minute information, call
your nearest Taylor-Howe-Snowden Radio
Sales office.

Manager
Robert D. Enoch



OKLAHOMA CITY, OKLA.

REPRESENTED BY **TAYLOR-HOWE-SNOWDEN Radio Sales** Authorities on Radio and Markets in the Great Middle and Southwest.

Advertisers Using CBS Network During 1944

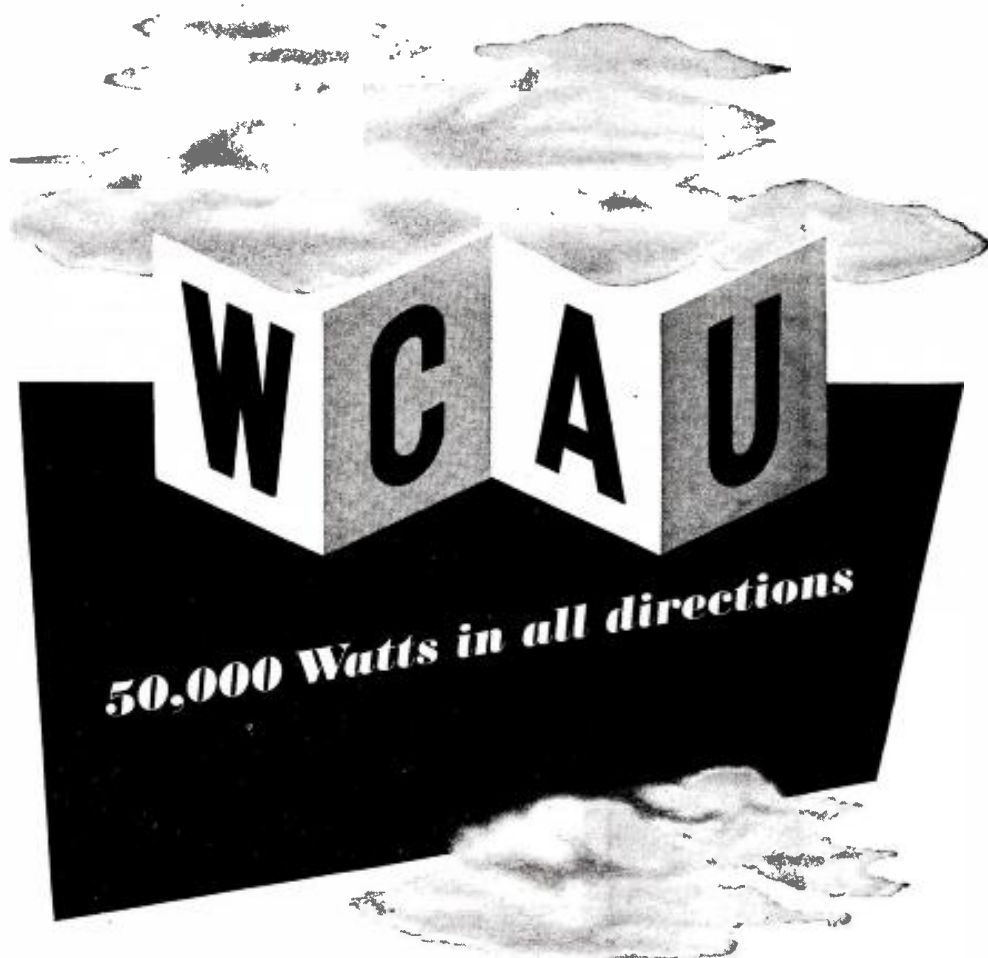
*Pacific Coast Stations Only.

**Regional

Contract Dates Cover Only Those Contracts Effective in 1944

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|--|---|--|-----------------|----------------------|--|
| Admiral Corp., Chicago | Institutional | World News Today | Sunday, 2:30-2:55 P.M. | 62 | 10/3/43— | Curttenden & Eger, Chicago |
| Allegheny-Ludlum Steel Corp. | Institutional | Mother and Dad | Saturday, 5:30-8:00 P.M. | 40 | 10/2/43-9/23/44 | Walker & Downing, Pittsburgh |
| American Home Products Corp., Jersey City | Bisodol | Romance of Helen Trent | Wed., Thurs., Fri., 12:30-12:45 P.M. | 133 | 9/20/43-9/15/44 | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Benefax | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 133 | 8/2/43-8/30/44 | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Kolynos | Romance of Helen Trent | Mon., Tues., 12:30-12:45 P.M. | 133 | 7/3/44-9/15/44 | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Kolynos & Bisodol (st. 9/18/44 above products alternate each week such as Mon., Wed., Fri., Bisodol; Tues., Thurs., Kolynos, the following week Mon., Wed., Fri., Kolynos; Tues., Thurs., Bisodol) | Romance of Helen Trent | Mon., -Fri., 12:30-12:45 P.M. | 133 | 9/18/44— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Anacin | Our Gal Sunday | Mon.-Fri., 12:45-1:00 P.M. | 132 | 9/20/43— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Anacin | Easy Aces | Wednesday, 7:30-8:00 P.M. | 50 | 10/27/43— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Kolynos, Anacin | Easy Aces | Wednesday, 7:30-8:00 P.M. | 50 | 4/12/44-8/9/44 | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Anacin, Kolynos | Mr. Keen | Thursday, 7:30-8:00 P.M. | 50 | 4/13/44-9/29/44 | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Kolynos eff 10/4/44 Kolynos & Hill's Cold Tablets | Mr. Keen | Thursday, 7:30-8:00 P.M. | 50 | 10/27/43— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City | Anacin & Benefax Multi Vitamins eff 4/14/44 Anacin & Bisodol Mints eff 5/19/44 Anacin | Friday on Broadway | Friday, 7:30-8:00 P.M. | 50 | 10/27/43— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., Jersey City eff 3/1/44 became a subs. of Amer. Home Products Corp. | Duff's Ready-to-Bake Mixes | Galen Drake eff 7/17/44 Fletcher Wiley eff 10/4/44 Burton Wheeler | Tues, Thurs., 5:00-5:15 P.M. PWT 7* eff 4/10/44 Mon., Wed., Fri., 5:00-5:15 P.M. PWT | | 9/28/43— | W. Earl Bothwell, Pittsburgh |
| American Oil Co., Baltimore | Amoco-Gas, lubricants and other products | CBS World News | Thursday, 6:00-6:15 P.M. | 57 | 8/19/43— | Joseph Katz Co., Baltimore |
| American Oil Co., Baltimore | Amoco-Gas, lubricants and other products | Edward R. Murrow | Sunday, 1:30-1:45 P.M. eff 7/9/44 Sun., 1:45-2:00 P.M. | 61 | 8/19/43— | Joseph Katz Co., Baltimore |
| American Tobacco Co. Inc., New York | Lucky Strikes Cigarettes | Your Hit Parade | Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M. | 125-143 | 5/1/43— | Foote, Cone & Belding, N. Y. |
| Anchor-Hocking Glass Corp., Lancaster, O. | Fire King Glass Products | Corliss Archer | Saturday, 5:00-5:30 P.M. eff 7/6/44 Thur., 9:30-10:00 P.M. | 122 | 1/8/44— | Wm. H. Weinbraub & Co., N. Y. |
| Armour & Co., Chicago | Meat & Dairy Products | "Dateline" eff 10/2 "Hedda Hopper's Hollywood" | Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 140 | 6/12/44— | Foote, Cone & Belding, Chicago |
| Armstrong Cork Co., Lancaster | Quaker Rugs, Linoleum Products | Armstrong Theater of Today | Saturday, 12:00-12:30 P.M. | 136 | 10/2/43— | Batten, Barton, Durstine & Osborn, Inc., N. Y. |
| P. Ballantine & Sons, Newark | Beer & Ale | Broadway Showtime eff 5/1 Showtime eff 7/3 Johnny Morgan Show | Monday, 10:30-11:00 P.M. | 43 | 3/8/43— | J. Walter Thompson Co., N. Y. |
| Ballard & Ballard Co., Louisville | Obelisk Flour & other milling products | Renfro Valley Folks | Wed., Thurs., 8:15-8:30 A.M. Friday, 8:15-8:45 A.M. Sunday, 9:15-9:45 A.M. eff 8/2 Wed., Thurs., Fri., Sat., 8:15-8:30 A.M. Sunday, 9:15-9:45 A.M. | 27 | 2/2/43— | Henri, Hurst & McDonald, Chicago |
| Bank of America National Trust & Savings Assoc., San Francisco | Banking Service | Sunday Night Salute | Sunday, 9:30-10:00 P.M. PWT | 5* | 9/9/43-3/5/44 | J. Walter Thompson Co., S. F. |
| Barbasol Co., Indianapolis | Shaving Cream | Deane Dickason | Mon., Wed., Fri., 4:00-4:15 P.M. PWT | 5* | 1/31/44-4/28/44 | Erwin Wasey & Co., N. Y. |
| Herman Basch & Co., New York | Fur Processing | Ona Munson in Hollywood | Thurs., 3:15-3:30 P.M. PWT | 8* | 8/3/44— | Kelly, Nason, Inc., N. Y. |
| Bekins Van & Storage Co., Seattle | Storage, moving | Harry W. Flannery | Mon., Wed., Fri., 5:30-5:45 P.M. PWT | 6* | 9/27/43— | Brooks Adv. Agcy., L. A. |
| Ben Hur Products, Inc., Los Angeles | Ben Hur Coffee | Hollywood Showcase eff 4/28 Hedda Hopper | Friday, 8:00-6:30 P.M. PWT | 5* | 4/30/43-7/21/44 | Barton A. Stebbins, L. A. |
| Bourjois, Inc., New York | Cosmetics & Perfumes | Here's to Romance | Thursday, 10:30-11:00 P.M. | 122 | 10/14/43— | Foote, Cone & Belding, N. Y. |
| Bowey's, Inc., Chicago | Dari-Rich Products | Stars Over Hollywood | Saturday, 12:30-1:00 P.M. | 50 | 9/25/43— | Sorenson & Co., Chicago |
| Bowey's, Inc., Chicago | Dari-Rich Products | Dicken's Christmas Carol | Monday, 3:30-4:00 P.M. | 65 | 12/25/44 only | Sorenson & Co., Chicago |
| W. Atlee Burpee Co., Philadelphia | Seed Products | Garden Gate | Saturday, 9:15-9:45 A.M. | 59 | 2/26/44-3/18/44 | Flagler Adv. Inc., Buffalo |
| Business Men for Roosevelt, Inc. | Political | Franklin D. Roosevelt | Friday, 9:00-10:00 P.M. | 142 | 10/27/44 only | Green-Brodie, Inc., N. Y. |
| Business Men for Roosevelt, Inc. | Political | Orson Welles | Saturday, 6:55-7:00 P.M. | 139 | 11/4/44 only | Green-Brodie, Inc., N. Y. |
| Horace T. Cahill, Republican Candidate for Governor of Mass. | Political | Horace T. Cahill | Wednesday, 9:30-9:45 P.M. | 4** | 6/28/44 only | Cotter Adv. Agency |
| California Committee for Right to Work | Political | James L. Beehy | Tuesday, 3:30-3:45 P.M. PWT | 5* | 10/24/44 only | Advertising Arts Agcy., L. A. |
| California Committee for Right to Work | Political | Randolph Van Nostrand | Saturday, 4:45-5:00 P.M. PWT | 5* | 10/28/44 only | Advertising Arts Agcy., L. A. |
| California Committee for Right to Work | Political | Clayton L. Robinson and others | Saturday, 9:45-10:00 P.M. PWT | 5* | 11/4/44 only | Advertising Arts Agcy., L. A. |
| California Prune & Apricot Growers Assn. | Sunsweet Prunes | Dave Valle, News | Saturday, 8:55-9:00 P.M. PWT | 7* | 3/13/43— | Long Adv. Service, San Jose |
| Campana Sales Corp., Batavia, Ill. | Campana Balm, Cream, Solitaire Cake Make-up, Dreskin, Coolies, Hand Cream, D.D.D. | Campana Serenade | Saturday, 1:00-1:25 P.M. | 121 | 9/4/43-2/26/44 | Wallace-Ferry-Hanly, Chicago |

(Continued on Page 280)



PHILADELPHIA'S LEADING RADIO INSTITUTION

Advertisers Using CBS Network During 1944

[Continued from Page 278]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|---|--|--|-----------------|----------------------|--|
| Campana Sales Corp., Batavia, Ill. | Solitaire Cake Make-up | Don't You Believe It | Saturday, 9:45-10:00 P.M. PWT | 8* | 9/30/44— | Wallace-Ferry-Hanly, Chicago |
| Campbell Soup Co., Camden, N. J. | Soups, Tomato Juice, Baked Beans | Jack Carson Show | Wednesday, 9:30-10:00 P.M. eff 6/21 Wednesday, 9:00-9:30 P.M. eff 8/16 Wednesday, 9:30-10:00 P.M. eff 10/25 Wednesday, 8:00-8:30 P.M. re: 12:00-12:30 A.M. | 121 | 3/3/43— | Foots, Cone & Belding, N. Y. |
| Campbell Soup Co., Camden, N. J. | Soups, Tomato Juice, Baked Beans | Radio Readers Digest | Sunday, 9:00-9:30 P.M. | 123 | 9/12/43— | Ward Wheelock Co., N. Y. |
| Celanese Corp. of America, N. Y. | Celanese Products | Great Moments in Music | Wednesday, 10:00-10:30 P.M. | 136 | 1/5/44— | Young & Rubicam, N. Y. |
| Chemicals, Inc., Oakland, Calif. | Vano Household Chemical | Deane Dickason | Tuesday, 9:45-10:00 P.M. PWT | 4* | 1/24/43-1/18/44 | Garfield & Guild, S. F. |
| Chemicals, Inc., Oakland, Calif. | Vano Household Chemical | News | Saturday, 1:25-1:30 P.M. | 8 | 2/26/44-5/20/44 | Garfield & Guild, S. F. |
| Chesebrough Mfg. Co., New York | Vaseline Products | Dr. Christian | Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 142 | 10/27/43— | McCann-Erickson, Inc., N. Y. |
| Chrysler Corp., Detroit | Institutional | Major Bowes Amateur Hour | Thursday, 9:00-9:30 P.M. | 144 | 9/9/43— | Ruthrauff & Ryan, N. Y. |
| Citizens Committee Against Proposition No. 12 | Political | Thomas Griffin | Tuesday, 3:30-3:45 P.M. PWT | 5* | 10/31/44 only | Clarence B. Juneau, L. A. |
| Citizens Committee Against Proposition No. 12 | Political | Robert Kenny | Saturday, 4:00-4:15 P.M. PWT | 5* | 11/4/44 only | Clarence B. Juneau, L. A. |
| Citizens Committee Against Proposition No. 12 | Political | Robert Kenny | Saturday, 9:30-9:45 P.M. PWT | 5* | 11/4/44 only | Clarence B. Juneau, L. A. |
| Coca-Cola Co., Atlanta | Coca Cola | Pause That Refreshes on the Air | Sunday, 4:30-5:00 P.M. | 140 | 11/28/43-12/10/44 | D'Arcy Adv. Co., N. Y. |
| Coldstream Products Co. | Sunnybank Margarine | Money on the Line | Wednesday, 9:30-10:00 P.M. PWT | 5* | 10/18/44— | McCann-Erickson, Inc., S.F. |
| Colgate-Palmolive-Peet Co., Jersey City | Super Suds | Blondie | Sunday, 8:00-8:30 P.M.; 11:30-12:00 MID. | 141 | 8/13/44— | Wm. Esty & Co., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Colgate Tooth Powder | Judy Canova Show eff 7/4 Theater of Romance | Tuesday 8:30-8:55 P.M.; 12:00-12:25 A.M. eff 10/24 shift re. to 11:30-11:55 P.M. | 126 | 7/6/43— | Sherman & Marquette, Chicago |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Shave Cream eff 11/22 Colgate Tooth Powder | Inner Sanctum | Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. eff 11/22/44 Wednesday, 9:00-9:30 P.M. | 123 | 10/2/43-12/27/44 | Ted Bates, Inc., N. Y. eff 11/22 Sherman & Marquette, N. Y. |
| Colonial Dames, Inc., Hollywood | Cosmetics | Bob Greene eff 3/12 Song of the Week | Sunday, 8:25-8:30 P.M. PWT | 10-18* | 3/21/43— | Glasser, Gailey & Co., L. A. |
| Consolidated Royal Chemical Co., Inc., Chicago | Kranks Shave Cream | Ten O'Clock Wire | Saturday, 10:00-10:15 P.M. PWT | 8* | 12/4/43-5/27/44 | Arthur Meyerhoff & Co., Chicago |
| Constitutional Democrats of North Carolina | Political | | Thursday, 8:30-8:55 P.M. | 8** | 11/2/44 only | Hugh A. Deadwyler, Charlotte |
| Continental Baking Co., New York | Wonder Bread & Hostess Cake | Bachelor's Children | Mon.-Fri. 10:45-11:00 A.M.; re: 3:45-4:00 P.M. | 48 | 11/29/43— | Ted Bates, Inc., N. Y. |
| Corn Products Refining Co., New York | Dextrose, Mazola, other products | Stage Door Canteen | Friday, 10:30-11:00 P.M. | 58 | 7/29/43— | C. L. Miller Co., N. Y. |
| Cream of Wheat Corp., Minneapolis | Cream of Wheat Cereal | Let's Pretend | Saturday, 11:05-11:30 A.M. | 123 | 9/25/43— | BBD&O., N. Y. |
| Cresta Blanca Wine Co., New York | Cresta Blanca Wines | This is My Best | Tuesday, 9:30-10:00 P.M. | 73 | 9/5/44— | BBD&O., N. Y. |
| Cudahy Packing Co., Chicago | Delrich | Something to Talk About | Mon.-Fri. 4:30-5:00 P.M. | 14 | 5/24/43-6/16/44 | Grant Adv. Inc., Chicago |
| Cudahy Packing Co., Chicago | Old Dutch Cleanser | Tena & Tim | Mon.-Fri. 3:15-3:30 P.M. | 44 | 8/7/44— | Grand Adv. Inc., Chicago |
| Curtiss Candy Co., Chicago | Candy Products | Warren Sweeney | Sat., Sun., 11:00-11:05 A.M. | 118-138 | 1/1/44— | C. L. Miller Co., N. Y. |
| Day & Night Mfg. Co. | Water Heaters & Eqpt. | Dr. Wallace Sterling, News | Monday, 8:55-9:00 P.M. PWT | 8* | 10/2/44— | Hixson-O'Donnell Adv., L. A. |
| Democratic National Committee, N. Y. C. | Political | Franklin D. Roosevelt | Saturday, 9:30-10:22 P.M. | 140 | 9/23/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Franklin D. Roosevelt | Thursday, 10:00-10:30 P.M. | 137 | 10/5/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Senator Pepper | Saturday, 9:40-9:45 P.M.; 12:40-12:45 A.M. | 140 | 10/7/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | H. Bogart | Saturday, 9:40-9:45 P.M.; 12:40-12:45 A.M. | 140 | 10/28/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Sen. Truman | Thursday 8:30-8:45 P.M. | 37 | 10/12/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Sen. Wagner | Saturday, 6:55-7:00 P.M. | 139 | 10/14/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Andrew Higgins | Tuesday, 6:55-7:00 P.M. | 141 | 10/17/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Ex. Gov. Cox of Ohio | Thursday, 10:30-11:00 P.M. | 140 | 10/19/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Dorothy Thompson | Friday, 5:45-6:00 P.M. | 134 | 10/20/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Chas. Boyer | Friday, 9:55-10:00 P.M. | 135 | 10/20/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | F. Altschul | Monday, 7:55-8:00 P.M.; 10:55-11:00 P. M. | 132 | 10/23/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Orson Welles | Friday, 10:25-10:30 P.M. | 119 | 10/27/44 only | Biow Co., N. Y. |

(Continued on Page 282)



**Penetrate the rich
Akron, Ohio Market with**

WADC

19 Years of Leadership!

**5,000 WATTS
DAY and NIGHT**

Population:

2,721,200

Retail Sales:

\$1,547,209,000

Effective Buying Income:

\$3,591,897,000

* Above Statistics from
Sales Management of 11-10-43

Owned and operated by Allen T. Simmons, -National Rep.: Geo. P. Hollingbery Co.

A BASIC CBS STATION

Advertisers Using CBS Network During 1944

[Continued from Page 280]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|------------------------------------|--|-----------------|----------------------|--|
| Democratic National Committee, N. Y. C. | Political | Geo. Hanilla | Monday, 7:55-8:00 P.M. | 132 | 10/30/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Jesse H. Jones | Tuesday, 10:00-10:30 P.M. | 139 | 10/31/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Sinclair Lewis | Wednesday, 9:55-10:00 P.M. | 140 | 11/1/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Quentin Reynolds | Friday, 10:25-10:30 P.M. | 129 | 11/3/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Franklin D. Roosevelt | Saturday, 9:00-9:45 P.M. | 142 | 11/4/44 only | Biow Co., N. Y. |
| Democratic National Committee, N. Y. C. | Political | Orson Welles | Monday, 12:00-12:15 A.M. | 130 | 11/6/44 only | Biow Co., N. Y. |
| Democratic State Committee of N.Y. | Political | Mr. Ewing | Monday, 6:30-6:45 P.M. | 9** | 10/2/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Paul E. Fitzpatrick | Monday, 6:30-6:45 P.M. | 9** | 10/9/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Paul E. Fitzpatrick | Monday, 6:30-6:45 P.M. | 9** | 10/16/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Paul E. Fitzpatrick | Monday, 6:30-6:45 P.M. | 9** | 10/23/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Paul E. Fitzpatrick | Monday, 6:30-6:45 P.M. | 9** | 10/30/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Mrs. H. Lehman | Tuesday, 6:30-6:45 P.M. | 10** | 10/31/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Paul E. Fitzpatrick | Monday, 6:30-6:45 P.M. | 9** | 11/6/44 only | John L. Halpin, Schenectady |
| Democratic State Committee of N.Y. | Political | Senator Wagner | Wed., Thurs., Fri., 6:30-6:45 P.M. | 10** | 10/25, 26, 27 only | John L. Halpin, Schenectady |
| Dwight Edwards Co., San Francisco | Dwight Edwards Coffee | Rhythm Inn | Sunday, 5:30-5:55 P.M. PWT | 18* | 10/1/44— | McCann-Erickson, Inc., S. F. |
| Electric Companies Advertising Program | Institutional | Report to the Nation | Tuesday, 9:30-10:00 P.M. eff 5/3 Wed., 10:30-11:00 P.M. | 138 | 7/27/43-7/19/44 | N. W. Ayer & Son |
| Electric Companies Advertising Program | Institutional | The Electric Hour with Nelson Eddy | Wednesday, 10:30-11:00 P.M. eff 12/17 Sun., 4:30-5:00 P.M. | 136 | 9/20/44— | N. W. Ayer & Son |
| Elgin National Watch Co., Elgin, Ill. | Institutional | Elgin Thanksgiving Show | Thursday 4:00-6:00 P.M. | 142 | 11/23/44 only | J. Walter Thompson Co., Chicago |
| Elgin National Watch Co., Elgin, Ill. | Institutional | Elgin Christmas Show | Monday, 4:00-6:00 P.M. | 142 | 12/25/44 only | J. Walter Thompson Co., Chicago |
| Emerson Drug Co., Baltimore | Bromo-Seltzer | Vox Pop | Monday, 8:00-8:30 P.M. | 127 | 8/2/43— | Ruthrauff & Ryan, N. Y. eff 11/6 McCann-Erickson |
| Englander Co., Brooklyn | Beds, Springs, Mattresses | We Who Dream | Friday, 7:15-7:30 P.M. | 41 | 3/17/44-10/13/44 | Biow Co., N. Y. |
| Eversharp, Inc., Chicago | Pens, Pencils, Red Top Lead | Take It or Leave It | Sunday, 10:00-10:30 P.M. | 142 | 9/19/43— | Biow Co., N. Y. |
| *Eversharp, Inc., Chicago | Pens, Pencils, Red Top Lead | Let Yourself Go with Milton Berle | Wednesday, 10:30-11:00 P.M. | 141 | 12/20/44— | Biow Co., N. Y. |
| "42" Products, Inc., Los Angeles | Hair Oil & other products | This is My Story | Saturday, 6:00-6:30 P.M. PWT | 11* | 6/3/44— | Hillman-Shane-Breyer, L. A. |
| Gallenkamp Stores Co., San Francisco | Shoes | Tobe Reed | Friday, 9:55-10:00 P.M. PWT | 7* | 10/20/44— | Long Adv. Service, S. F. |
| General Electric Co., Bridgeport | Electronics Div. | The World Today | Mon.-Sat., 6:45-6:55 P.M. | 122-133 | 5/31/43-7/25/44 | Maxon, Inc. |
| General Electric Co. | Electronics Div. | The World Today | Mon., Tues., Thurs., Fri., 6:45-6:55 P.M. | 133 | 7/27/44— | Maxon, Inc. |
| General Electric Co. | Electric Appliances | The World Today | Wednesday, 6:45-6:55 P.M. | 133 | 7/26/44— | Young & Rubicam |
| General Electric Co. | G. E. Institutional | The World Today | Saturday, 6:45-6:55 P.M. | 133 | 7/29/44-12/30/44 | BBDO. |
| General Foods Corp., New York | Calumet, Swansdown eff 6/5 Sanka & Sure-Jell eff 9/4 Calumet, Swansdown | Kate Smith Speaks | Mon.-Fri., 12:00-12:15 P.M. | 122 | 10/4/43— | Young & Rubicam |
| General Foods Corp., New York | Jell-O, Jell-O Pudding, Sanka | Kate Smith Hour | Friday, 8:00-8:55 P.M. 12:00-12:55 A.M. | 123 | 10/1/43-6/9/44 | Young & Rubicam |
| General Foods Corp., New York | Jell-O, Jell-O Pudding, Sanka | Kate Smith Hour | Sunday, 7:00-8:00 P.M. | 141 | 9/17/44— | Young & Rubicam |
| General Foods Corp., New York | Grapenuts Flakes, & Wheatmeal | We Love & Learn | Mon.-Fri., 2:30-2:45 P.M. | 121 | 8/29/43-8/31/44 | Young & Rubicam |
| General Foods Corp., New York | Grapenuts Flakes, & Wheatmeal | Portia Faces Life | Mon.-Fri., 2:00-2:15 P.M. | 122 | 4/3/44-9/29/44 | Young & Rubicam |
| General Foods Corp., New York | LaFrance, Satina, Postum, Post's Raisin Bran eff 7/3 LaFrance, Satina, Postum, Gaines Dog Food | Joyce Jordan, M.D. | Mon.-Fri., 2:15-2:30 P.M. | 122 | 9/27/43-9/29/44 | Young & Rubicam |
| General Foods Corp., New York | Grapenuts & Wheatmeal | Joyce Jordan, M.D. | Mon.-Fri., 2:00-2:15 P.M. | 122 | 10/2/44— | Young & Rubicam |
| General Foods Corp., New York | LaFrance, Satina, Post's Raisin Bran, Postum | Two on a Clue | Mon.-Fri., 2:15-2:30 P.M. | 122 | 10/2/44— | Young & Rubicam |
| General Foods Corp., New York | Birds Eye Frosted Foods | Dinah Shore Program | Thursday, 9:30-10:00 P.M. | 128 | 9/30/43-6/29/44 | Young & Rubicam |
| General Foods Corp., New York | Grapenuts & Maxwell House Coffee, Grape-nuts Flakes | Adventures of the Thin Man | Friday, 8:30-8:55 P.M.: 12:30-12:55 A.M. | 126 | 9/15/44— | Young & Rubicam |
| General Foods Corp., New York | Postum | Aldrich Family | Friday, 8:00-8:30 P.M.: 12:00-12:30 A.M. | 121 | 9/1/44— | Young & Rubicam |
| General Foods Corp., New York | Post 40% Bran Flakes | Young Dr. Malone | Mon.-Fri., 2:00-2:15 P.M. | 122 | 10/4/43— | Benton & Bowles |
| General Foods Corp., New York | Maxwell House Coffee | Maxwell House Iced Coffee Time | Friday, 8:00-8:30 P.M.: 12:00-12:30 A.M. | 123 | 6/16/44-8/25/44 | Benton & Bowles |
| General Foods Corp., New York | Post Toasties | Adventures of the Thin Man | Sunday, 10:30-11:00 P.M. | 120 | 10/3/43-6/11/44 | Benton & Bowles |
| General Foods Corp., New York | Post Toasties | Toasties Time with Fannie Brice | Sunday, 6:30-7:00 P.M.: 10:30-11:00 P.M. | 143 | 9/17/44— | Benton & Bowles |

(Continued on Page 284)

COVERING A VITAL MARKET
DAY and NIGHT

Round the clock . . . round the calendar
. . . a continuous broadcast backed by the
power of 50,000 watts over a clear channel
basic CBS network!

Radio Station WHAS
Louisville, Kentucky

50,000
WATTS

WHAS

ILL. IND. OHIO
MO. KENTUCKY W.VA.
TENN. VA.

Advertisers Using CBS Network During 1944

[Continued from Page 282]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|--|-------------------------------------|--|---|-----------------|----------------------------|--|
| General Mills, Inc., Minneapolis | Bisquick | Valiant Lady | Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M. | 43 | 5/31/43-6/2/44 | Knox Reeves Adv. Mpls. |
| General Mills, Inc., Minneapolis | Cheeri-Oats | Valiant Lady | Mon.-Fri., 10:00-10:15 A.M.; 44-60 11:15-11:30 A.M. | 44-60 | 6/5/44— | Dancer-Fitzgerald-Sample, Chicago |
| General Mills, Inc., Minneapolis | Wheaties | Kitty Foyle | Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M. | 43 | 5/31/43-6/2/44 | Knox Reeves Adv. Mpls. |
| General Mills, Inc., Minneapolis | Softasilk Flour, Kix | Light of the World | Mon.-Fri., 10:15-10:30 A.M.; 44-60 11:30-11:45 A.M. | 44-60 | 6/5/44— | Dancer-Fitzgerald-Sample, Chicago |
| General Mills, Inc., Minneapolis | Wheaties | Nelson Pringle | Mon.-Fri., 7:45-8:00 A.M. PWT | 8* | 3/15/43— | Knox Reeves Adv. Mpls. |
| Gillette Safety Razor Co., Boston | Blades, Shaving Cream | Orange Bowl Game | Saturday, 1:00-3:30 P.M. | 119 | 1/1/44 only | Maxon, Inc. N. Y. |
| Gillette Safety Razor Co., Boston | Blades, Shaving Cream | Sugar Bowl Game | Saturday, 3:30-6:00 P.M. | 119 | 1/1/44 only | Maxon, Inc. |
| Gillette Safety Razor Co., Boston | Blades, Shaving Cream | Kentucky Derby | Saturday, 6:00-6:30 P.M. | 138 | 5/6/44 only | Maxon, Inc. |
| Gillette Safety Razor Co., Boston | Blades, Shaving Cream | All Star Baseball Game | Tuesday, 8:55 P.M. to finish | 138 | 7/11/44 only | Maxon, Inc. |
| Gillette Safety Razor Co., Boston | Blades, Shaving Cream | Army-Navy Football Game | Saturday, 1:45-4:15 P.M. | 142 | 12/2/44 only | Maxon, Inc. |
| B. F. Goodrich Co., Watertown | Institutional | Joseph C. Harsch and the News | Mon.-Fri., 6:55-7:00 P.M. | 127 | 3/15/43— | BBDO, N. Y. |
| Goodyear Tire & Rubber Co. Inc., Akron | Institutional | The Star and the Story with Walter Pidgeon | Sunday 8:00-8:30 P.M. | 122 | 2/6/44-7/30/44 | Young & Rubicam, N. Y. |
| Grove Laboratories, Inc., St. Louis | All Products | 10 O'Clock Wire | Mon.-Fri., 10:00-10:05 P.M. PWT | 5* | 9/20/43-3/17/44 | Russell M. Seeds Co., St. Louis |
| Grove Laboratories, Inc., St. Louis | Cold Tablets, B-Complex Vitamins | Bill Haworth | Tues. Thurs., Sat., 7:30-7:45 A.M. PWT | 7* | 8/15/44— | Russell M. Seeds Co., St. Louis eff 11/14/44 Donohue & Co., N. Y. |
| Grove Laboratories, Inc., St. Louis | Cold Tablets, B-Complex Vitamins | Riders of the Purple Sage | Friday, 6:15-6:30 P.M. PWT | 5* | 10/20/44— | Russell M. Seeds Co., St. Louis |
| Gulf Oil Corp., Pittsburgh | Gas, Oil, Lubricants | We the People | Sunday, 7:30-8:00 P.M. eff 6/18 Sun, 10:30-11:00 P.M. | 92-101 | 2/14/43— | Young & Rubicam, N. Y. |
| Francis D. Harrigan | Political | Francis D. Harrigan | Monday, 5:30-5:45 P.M. | 2** | 7/10/44 only | Copley Adv. Co., Boston |
| Hoffman Radio Corp., Los Angeles | All Products | Chet Huntley eff 4/24 Dr. Wallace Sterling | Monday, 8:55-9:00 P.M. PWT | 8* | 3/13/44-9/25/44 | Hixson-O'Donnell Adv., L. A. |
| Hollywood Democratic Committee | Political | Harold L. Ickes | Sunday, 8:00-8:30 P.M. PWT | 19* | 10/8/44 only | Hillman-Shane-Breyer, L. A. |
| Hollywood for Dewey Committee | Political | Hollywood Stars | Monday, 9:00, 9:30 P.M. | 10* | 11/6/44 only | Elwood J. Robinson Adv., L. A. |
| Hudson Coal Co., Scranton | D & H Anthracite | CBS News of the World | Sunday, 9:00-9:15 A.M. | 21 | 9/19/43— | Clements Co., Philadelphia |
| Hunt Bros. Packing Co., San Francisco | Cannery | Deane Dickason | Tues. 9:45-10:00 P.M. PWT | 5* | 1/25/44-4/18/44 | Garfield & Guild, S. F. |
| Hunt Bros. Packing Co., San Francisco | Tomato Sauce & all products | Galen Drake | Tues., Thurs., 5:00-5:15 P.M. PWT | 7* | 5/16/44-11/9/44 | Garfield & Guild |
| Hunt Bros. Packing Co., San Francisco | Tomato Sauce & all products | Wm. Winter | Sunday, 5:30-5:45 P.M. PWT | 8* | 5/28/44-8/20/44 | Garfield & Guild |
| International Silver Co., Meriden | Sterling & 1847 Rogers Bros. Silver | Silver Theater eff 10/8 Adventures of Ozzie & Harriet | Sunday, 6:00-6:30 P.M. | 63-142 | 1/2/44— | Young & Rubicam, N. Y. |
| Jantzen Knitting Mills, Portland, Ore. | Santiseptic after shave lotion | Chet Huntley eff 4/26 Dr. Wallace Sterling | Wednesday, 8:55-9:00 P.M. PWT | 8* | 4/5/44-6/28/44 | Botsford, Constantine & Gardner, Portland, Ore. |
| Andrew Jergens Co., Cincinnati | Jergens Lotion | Hollywood Mystery Time eff 10/20 Tonight in Hollywood | Thursday, 9:00-9:30 P.M. PWT eff 9/15 Fri., 6:00-6:30 P.M. PWT eff 10/20 Fri., 6:00-6:15 P.M. PWT | 8* | 7/20/44— | Lennen & Mitchell, N. Y. |
| Johns-Manville Corp., New York | Building Materials | Bill Henry—News | Mon.-Fri., 8:55-9:00 P.M. | 63 | 12/27/43— | J. Walter Thompson Co., N. Y. |
| Johnson & Johnson, New Brunswick | Red Cross Division | Edwin C. Hill | Tues., 6:15-6:30 P.M. | 73-140 | 3/30/43— | Young & Rubicam, N. Y. |
| Johnstone Drug Sales Corp., Rochester | Buckley's Canadiol Mixture | Hollywood Barn Dance | Saturday, 10:30-10:45 P.M. | 7* | 12/4/43-3/4/44 | Armand S. Weill Co., Buffalo |
| Kay Jewelry Co., Oakland | Jewelry | Bob Anderson | Sunday, 5:45-5:55 P.M. PWT | 5* | 5/2/43-9/24/44 | Garfield & Guild, S. F. |
| Lady Esther, Ltd., Chicago | Cosmetics | Screen Guild Player | Monday, 10:00-10:30 P.M. | 123 | 11/22/43— | Biow Co., N. Y. |
| Lamont, Corliss & Co., New York | Pond's Cold Cream | Eleanore King | Saturday, 6:30-6:45 P.M. PWT | 8* | 7/4/43-6/24/44 | J. Walter Thompson Co., N. Y. |
| Lever Bros. Co., Cambridge | Swan Soap | Bright Horizon | Mon.-Fri., 11:30-11:45 A.M.; 3:30-3:45 P.M. | 48-140 | 4/5/43— | Young & Rubicam, N. Y. |
| Lever Bros. Co., Cambridge | Spry | Aunt Jenny | Mon.-Fri., 11:45-12:00 Noon | 52-77 | 3/29/43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge | Rinso | Big Sister | Mon.-Fri., 12:15-12:30 P.M. | 67-141 | 3/29/43— | Ruthrauff & Ryan, N. Y. |
| Lever Bros. Co., Cambridge | Lux | Lux Radio Theater | Monday, 9:00-10:00 P.M. | 143 | 1/3/44-7/3/44 9/4/44— | J. Walter Thompson Co., N. Y. |
| Lever Bros. Co., Cambridge | Swan Soap | Burns & Allen | Tuesday, 9:00-9:30 P.M. | 141 | 1/4/44-6/13/44 8/15/44— | Young & Rubicam, N. Y. |
| Lever Bros. Co., Cambridge | Vimms | Frank Sinatra Show | Wednesday, 9:00-9:30 P.M. Monday, 8:30-8:55; 11:30-11:55 P.M. | 138 | 1/5-6/14 8/16-12/25/44 | J. Walter Thompson Co., N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Correction, Please eff 12/9 Al Pearce in Here Comes Elmer | Saturday, 10:15-10:45 P.M. | 53 | 10/2/43— | Roche, Williams & Cleary, Chicago |
| Liberal Party for Election of Roosevelt, Truman & Wagner | Political | Sen. Wagner and others | Monday, 11:15-11:30 P.M. | 8** | 11/6/44 only | Furman, Feiner & Co., N. Y. |
| Liggitt & Myers Tobacco Co., | Chesterfield Cigarettes | Harry James eff 3/28 John Nesbitt eff 10/17 Music That Satisfies | Tues, Wed., Thurs., 7:15-7:30 P.M. | 122-142 | 6/29/43— | Newell-Emmett, Inc., N. Y. |
| Lockheed Aircraft Corp. | Institutional | America-Ceiling Unlimited | Sunday, 2:00-2:30 P.M. | 60 | 8/8/43-4/30/44 | Foote, Cone & Belding, L. A. |

(Continued on Page 286)

WLAC FACTS FOR YOUR FILE ON STATION ACTIVITY



MODERN LOBBY AT WLAC

We keep the trade advised on current advertising campaigns and they respond by putting emphasis on the sale of WLAC-advertised items. We keep the public informed on the great programs being carried by WLAC . . . and they listen!

"The Gateway To The Rich Tennessee Valley"

50,000 WATTS

WLAC

NASHVILLE, TENN.

Represented by The Paul H. Raymer Company

BROADCASTING • Broadcast Advertising

★ WLAC carries fifty-one quarter-hours per week for Nashville's five leading department stores.

★ WLAC sold 40,223 bottles of vitamins in fifty-two weeks.

★ WLAC circularizes 450 grocers and 350 druggists every month of the year.

★ WLAC receives 2,000 letters per week on its early morning programs, 5:00-7:30 A.M.

★ WLAC, basing its figures on 60,000 mailing pieces, shows southwide early-morning coverage as follows: Tennessee, 13%; Arkansas, 8%; Texas, 6%; Louisiana, 13%; Mississippi, 15%; Alabama, 9%; Georgia, 12%; Florida, 3%; South Carolina, 5%; North Carolina, 4%; Kentucky, 4%.

★ WLAC has on regular schedule 108 sponsored program-hours per week.

★ WLAC originates the famous "Old Dirt Dobber" (Garden Gate) program for CBS on Saturday mornings.

★ WLAC mailed (in October) 35,000 complete program schedules to telephone subscribers in primary area.

★ WLAC maintains year-round display in show window of popular downtown corner store.

★ WLAC circularizes local merchants every week . . . with information regarding "What's On the Air Over WLAC."

★ WLAC carries display advertising regularly in twenty county-seat newspapers in the trade area.

Advertisers Using CBS Network During 1944

[Continued from Page 284]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|---|---|-----------------|----------------------|---|
| Lockheed Aircraft Corp. | Institutional | A Man Called "X" | Monday, 9:30-10:00 P.M. | 72 | 7/10/44-8/28/44 | Foote, Cone & Belding, L. A. |
| P. Lorillard Co., New York | Old Gold Cigarettes | Monty Woolley with Sammy Kaye's Orch. eff 3/1 Sammy Kaye Show eff 4/5 Allen Jones with F. Carle eff 7/26 Allen Jones with W. Herman eff 10/11 Allen Jones with F. Carle | Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M. | 122 | 4/28/43-10/8/44 | J. Walter Thompson Co., N. Y. |
| P. Lorillard Co., New York | Old Gold Cigarettes | Which is Which | Wednesday, 9:30-10:00 P.M. | 141 | 10/25/44- | Lennen & Mitchell, N. Y. |
| Los Angeles Soap Co., Los Angeles | White King & Sierra Pine Soap | Bob Andersen | Mon.-Fri., 4:15-4:30 P.M. PWT | 13 | 12/27/43- | Raymond R. Morgan Co., L.A. |
| Manhattan Soap Co., New York | Sweetheart Soap | Bob Greene eff 6/16 Bill Haworth | Mon., Wed., Fri., 7:30-7:45 A.M. PWT | 7* | | Franklin Bruck Adv. Corp. eff 9/4 Duane Jones Co., N. Y. |
| Manhattan Soap Co., New York | Sweetheart Soap | Strange Romance of Evelyn Winters | Mon.-Fri., 5:15-5:30 P.M. | 28 | 11/20/44- | Duane Jones Co., N. Y. |
| Maryland Pharmaceutical Co. | Rem & Rel | Bob Trout | Saturday, 6:55-7:00 P.M. | 13 | 9/23/44- | Joseph Katz Co., Baltimore |
| Mennen Co., Newark | Shaving & Toilet Articles | Bob Greene eff 6/16 Bill Haworth | Tues., Thurs., Sat., 7:30-7:45 A.M. PWT | 7* | 8/12/43-8/8/44 | Russel M. Seeds Co., Chicago |
| Mennen Co., Newark | Shaving & Toilet Articles | Ed Sullivan Entertains | Mon., 7:15-7:30 P.M. | 122 | 9/13/43-6/5/44 | Russel M. Seeds Co., Chicago |
| Miles California Co. | One-A-Day Vitamins | Lady of the Press eff 10/11 Story of Sandra Martin | Mon.-Fri., 4:00-4:15 P.M. PWT | 8* | 5/1/44- | Wade Advertising Agency |
| Minneapolis-Honeywell Regulator Co. | Electronics, Control Unit, Heat Regulators | Blue Jacket Choir | Sunday, 11:05-11:30 A.M. | 122 | 10/10/43-12/31/44 | Addison Lewis & Associates, Mpls. |
| John Morrell & Co., Ottumwa, Ia. | Red Heart Dog Food | Bob Becker, Chats about Dogs | Thurs., 6:15-6:30 P.M.; 12:30-12:45 A.M. | 42 | 9/30/43- | Henri, Hurst & McDonald, Chicago. |
| C. F. Mueller Co., Jersey City | Macaroni Products | Morning Market Basket | Mon., Wed., Fri., 9:45-10:00 A.M. | 38 | 11/29/43-5/26/44 | Duane Jones Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | All Products | William Winter | Tues., Thurs., Sat., 12:30-12:45 P.M. | 6* | 3/2/43-4/1/44 | J. D. Tarcher & Co., N. Y. |
| McKesson & Robbins, Inc., Bridgeport | All Products | Chet Huntley | Mon.-Fri., 3:55-4:00 P.M. PWT | 8* | 9/20/43-8/10/44 | J. D. Tarcher & Co., N. Y. |
| National Independent Committee for Roosevelt & Truman | Political | Ambassador J. G. Winant | Fri., 6:00-6:45 P.M. | 94 | 11/3/44 only | Lester H. Harrison Assoc. |
| Noxzema Chemical Co. | Skin & Shaving Creams | Mayor of the Town | Saturday, 7:00-7:30 P.M.; 10:15-10:45 P.M. eff 7/10 thru 8/28 Monday, 9:00-9:30 P.M. eff 9/2 ret. to Sat. | 75 | 3/11/44- | Ruthrauff & Ryan |
| Owens-Illinois Glass Co. | Institutional | Broadway Matinee | Mon.-Fri., 4:00-4:25 P.M. | 124 | 5/10/43-8/4/44 | J. Walter Thompson Co., N. Y. |
| Pabst Sales Co., Chicago | Pabst Blue Ribbon Beer | Blue Ribbon Town eff 8/5 Kenny Baker Program | Saturday, 8:00-8:30 P.M.; re: 10:15-10:45 P.M. eff 3/4 cancel repeat | 113-131 | 3/27/43- | Warwick & Legler, Inc., N. Y. |
| Pacific Coast Borax Co., New York | 20 Mule Team, Boraxo | Death Valley Days eff 8/10 Death Valley Sheriff | Thursday 8:30-8:55 P.M.; re. 11:30-11:55 P.M. | 63 | 7/1/43- | McCann-Erickson, N. Y. |
| Pacific Greyhound Lines Inc. | Travel | Short, Short Stories eff 5/19 Stories of the West | Friday, 9:55-10:00 P.M. PWT | 8* | 4/21/44-10/13/44 | Beaumont & Hohman, S. F. |
| Packard Bell Co. | All Products | The Press Club | Friday, 8:15-8:30 P.M. PWT | 8* | 4/7/44-12/8/44 | Barton A. Stebbins, L. A. |
| Parker Pen Co., Janesville, Wis. | Pens, Pencils, Quink | Ned Calmer eff 9/2 Bob Trout | Sat., Sun., 8:55-9:00 P.M. | 129-141 | 6/23/43- | J. Walter Thompson Co., Chicago |
| Peter Paul, Inc., Naugatuck | Candy | Truman Bradley | Mon., Wed., Fri., 5:45-5:55 P.M. PWT | 7* | 10/4/43- | Brisacher & Van Norden, S. F. |
| Pet Milk Sales Co., St. Louis | Pet Milk | Mary Lee Taylor | Saturday, 10:30-11:00 A.M.; 2:00-2:30 P.M. | 83 | 10/28/43- | Gardner Adv. Co., St. Louis |
| Pet Milk Sales Co., St. Louis | Pet Milk | Saturday Night Serenade | Saturday, 9:45-10:15 P.M. | 68 | 10/7/43- | Gardner Adv. Co., St. Louis |
| Philco Corp., Philadelphia | Institutional | Dateline | Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M. | 125 | 10/15/43-1/7/44 | Sayre M. Ramsdell Assoc., Philadelphia |
| Philip Morris & Co., Ltd., Inc. | Philip Morris Cigarettes | Crime Doctor | Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M. | 123 | 5/2/43- | The Biow Co., Inc., N. Y. |
| Philip Morris & Co., Ltd., Inc. | Philip Morris | It Pays to be Ignorant | Friday, 9:00-9:30 P.M. | 122 | 2/4/43- | The Biow Co., Inc., N. Y. |
| Pillsbury Mills, Inc., Minneapolis | Sno Sheen Cake Flour, Farina, Pillsbury's Best | Grand Central Station | Saturday, 1:00-1:25 P.M. | 73-120 | 3/4/44- | McCann-Erickson, Inc., Mpls. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Wm. Winter | Sunday, 5:30-5:45 P.M. PWT | 11* | 1/1/44-4/16/44 | Erwin Wasey & Co., S. F. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Harry W. Flannery | Tues., Thurs., 5:30-5:45 P.M. PWT | 6* | 1/19/43- | Erwin Wasey & Co. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Wm. Winter | Mon., Wed., Fri., 12:30-12:45 P.M. PWT | 7* | 2/26/43-3/31/44 | Erwin Wasey & Co. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Harry W. Flannery | Saturday, 5:30-5:45 P.M. PWT | 5* | 6/5/43- | Erwin Wasey & Co. |
| Planters Nut & Chocolate Co., Wilkes-Barre | Peanuts & Peanut Oil | Adventures of Bill Lance | Sunday, 9:30-10:00 P.M. PWT eff 9/17 Sun., 9:00-9:30 P.M. | 7* | 4/23/44- | Erwin Wasey & Co. |
| Plough, Inc., Memphis | St. Joseph's Aspirin | Don't You Believe It | Saturday, 9:45-10:00 P.M. PWT | 11* | 10/2/43-9/23/44 | Lake-Spiro-Shurman Co., Memphis |
| Procter & Gamble Co., Cincinnati | Dus | The Goldbergs | Mon.-Fri., 1:45-2:00 P.M. | 59-70 | 1/3/44- | Compton Adv., Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Soap | Life Can Be Beautiful | Mon.-Fri., 1:00, 1:15 P.M. | 66 | 1/3/44- | Compton Adv., Inc., N. Y. |

(Continued on Page 288)

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR

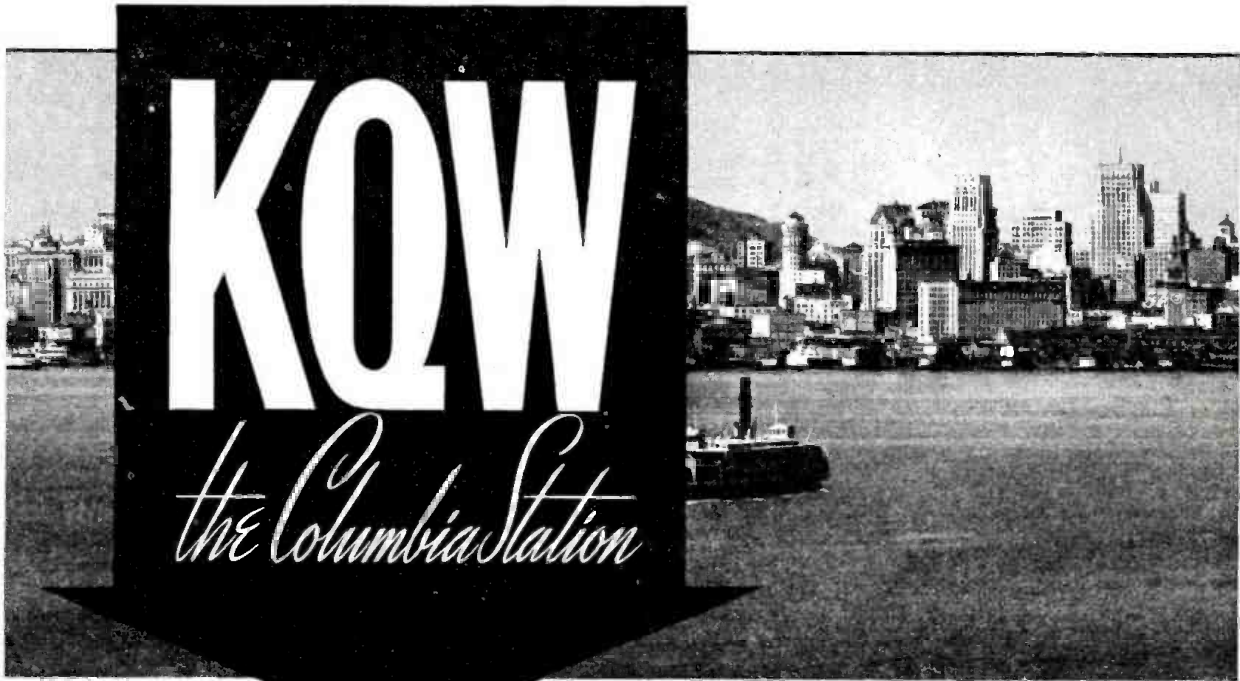
KSL

Advertisers Using CBS Network During 1944

[Continued from Page 286]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|---|---|-----------------|----------------------|---|
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 1:15-1:30 P.M. | 69 | 1/3/44— | Dancer-Fitzgerald-Sample, N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco | Bernardine Flynn | Mon.-Fri., 1:30-1:45 P.M. | 42 | 1/3/44— | Compton Adv., Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Camay, Ivory Flakes eff 7/3 Camay | Perry Mason | Mon.-Fri., 2:45-3:00 P.M. | 46 | 1/3/44— | Pedlar & Ryan, and Compton Adv. Agcy., eff 7/3 Pedlar & Ryan, N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory & Oxydol | I Love A Mystery | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 73 | 8/22/43— | Compton Adv. Co., N. Y. |
| Procter & Gamble Co., Cincinnati | Lava | F. B. I. in Peace & War | Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 73 | 11/25/44— | Biow Co., N. Y. |
| Prudential Insurance Co., Newark | Services | Prudential Family Hour | Sunday, 5:00-5:45 P.M. | 87-124 | 5/30/43— | Benton & Bowles, N. Y. |
| Quaker Oats Co., Chicago | Food Products | That Brewster Boy | Friday, 9:30-10:00 P.M. | 124 | 6/4/43— | Ruthrauff & Ryan, N. Y. |
| Quaker Oats Co., Chicago | Aunt Jemina Pancake Flour | Aunt Jemima | Saturday, 1:30-1:45 P.M. | 41 | 11/6/43-1/22/44 | Sherman K. Ellis, Chicago |
| Republican National Committee | Political | Thomas E. Dewey | Thursday, 10:00-10:30 P.M. | 140 | 9/7/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Friday, 9:30-10:00 P.M. | 140 | 9/8/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Monday, 10:30-11:00 P.M. | 140 | 9/18/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Saturday, 9:45-10:15 P.M. | 140 | 10/7/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Wednesday, 10:00-10:30 P.M. | 140 | 10/25/44 only | Duane Jones Co. |
| Republican National Committee | Political | Zazu Pitts & others | Friday, 11:45-12:00 Noon | 140 | 10/27/44 only | Duane Jones Co. |
| Republican National Committee | Political | Warren H. Atherton | Wednesday, 6:30-6:45 P.M. | 19** | 11/1/44 only | Duane Jones Co. |
| Republican National Committee | Political | Gov. Bricker | Thursday, 9:30-10:00 P.M. | 140 | 11/2/44 only | Duane Jones Co. |
| Republican National Committee | Political | Gloria Swanson & others | Friday, 12:15-12:30 P.M. | 141 | 11/3/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Saturday, 10:30-11:00 P.M. | 140 | 11/4/44 only | Duane Jones Co. |
| Republican National Committee | Political | Thomas E. Dewey | Monday, 11:00-11:15 P.M. | 139 | 11/6/44 only | Duane Jones Co. |
| R. J. Reynolds Tobacco Co. | Camel Cigarettes | Blondie | Monday, 7:30-8:00 P.M. | 132 | 9/27/43-6/26/44 | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co. | Camel Cigarettes | Thanks to the Yanks | Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M. eff 7/3 Mon., 7:30-8:00 P.M.; 10:30-11:00 P.M. | 133 | 1/1/44— | Wm. Esty & Co., N. Y. |
| R. J. Reynolds Tobacco Co. | Camel Cigarettes | Moore & Durante Show | Friday, 10:00-10:30 P.M. | 132 | 7/9/43— | Wm. Esty & Co. |
| Richfield Oil Corp., Los Angeles | Gas & Oil | Speed & Power | Thursday, 2:30-3:00 P.M. PWT | 13* | 10/5/44 only | Hixson, O'Donnell Adv., L. A. |
| Roma Wine Co., Fresno | Roma Wines | Suspense | Thursday, 8:00-8:30 P.M.; re: Mon., 12:00-12:30 A.M. eff 9/14 re: Thurs., 12:00-12:30 A.M. | 81 | 3/4/43— | Biow Co., Inc., N. Y. |
| Schenley Import Corp., New York | Cresta Blanca Wines eff 6/6 Penicillin | Cresta Blanca Carnival eff 6/6 The Doctor Fights | Wednesday 10:30-11:00 P.M. | 75 128 | 4/14/43— 8/29/44 | Wm. H. Weintraub & Co. eff 6/6 Biow Co. |
| Schutter Candy Co., Chicago | Candy | Curt Massey | Sunday, 1:45-2:00 P.M. | 42 | 1/10/43-1/2/44 | Schwimmer & Scott, Chicago |
| Seal-Cote Co., Los Angeles | Seal-Cote protection for the nails | Meet the Missus | Tues., Thur., 2:45-3:00 P.M. PWT | 8 | 11/28/44— | Buchanan & Co., L. A. |
| Servel, Inc., New York | Refrigerators & Air Conditioning | Fashions in Rations eff 9/30 Billie Burke Show | Saturday, 11:30-12:00 Noon | 77-137 | 4/3/43— | BBDO., N. Y. |
| Signal Oil Co., Los Angeles | Gas & Oil | The Whistler | Sunday, 4:30-5:00 P.M. PWT eff 6/18 Sunday, 7:30-8:00 P.M. PWT eff 9/18 Mon., 9:00-9:30 P.M. PWT | 11* | 6/13/43— | Barton A. Stebbins Adv., L. A. |
| Socony Vacuum Oil Co., Inc., New York | All Products | Orson Welles Show | Wednesday, 9:30-10:00 P.M. PWT | 11* | 1/26/44-7/19/44 | Compton Adv., N. Y. |
| Soil-Off Mfg. Co., Glendale | Cleaning Fluid | Truman Bradley | Tues., Thurs., Sat., 5:45- 5:55 P.M. PWT | 10* | 2/1/43— | Buchanan & Co., L. A. eff 5/1 Western Adv. Agcy., L. A. |
| Southern California Democratic Committee | Political | Senator Downey | Saturday, 4:30-4:45 P.M. PWT | 5* | 10/28/44 only | Allied Adv. Agcy. |
| Southern California Democratic Committee | Political | Senator Downey | Saturday, 8:00-8:30 P.M. PWT | 5* | 11/4/44 only | Allied Adv. Agcy. |
| Southern California Democratic Committee | Political | Senator Downey | Sunday, 8:30-9:00 A.M. PWT | 3* | 11/5/44 only | Allied Adv. Agcy. |
| Southern California Republican Committee | Political | John Bricker | Wednesday, 8:00-8:30 P.M. PWT | 5* | 10/18/44 only | Elwood Robinson Adv., L. A. |
| Southern Cotton Oil Co., New Orleans | Wesson Oil & Snow- drift | Irene Beasley | Mon.-Fri., 3:15-3:30 P.M. | 44-54 | 3/1/43— | Kenyon & Eckhardt, N. Y. |
| E. R. Squibb & Sons, New York | All Products | To Your Good Health eff 2/7 Lyn Murray's Orch. & Chorus | Mon., Wed., Fri., 6:15- 6:30 P.M. | 130 | 9/27/43— | BBDO., N. Y. |
| Standard Brands, Inc., New York | Tenderleaf Tea, Fleischmann's Yeast | Mary Marlin | Mon.-Fri., 3:00-3:15 P.M.; 5:00-5:15 P.M. eff 2/28 cancel repeat | 142 | 9/27/43— | J. Walter Thompson Co., N. Y. |
| Standard Brands, Inc., New York | Coffee & Desserts | The Open Door eff 7/3 This Changing World | Mon.-Fri., 10:30-10:45 A.M.; 3:15-3:30 P.M. eff 2/28 re: 5:00-5:15 P.M. eff 8/7 re: 4:00-4:15 P.M. | 141 | 1/3/44-12/29/44 | Ted Bates, Inc., N. Y. |
| Sterling Drug, Inc., New York | Phillips M. of M. Tablets & Toothpaste | Amanda of Honeymoon Hill eff 10/23 Amanda | Mon.-Fri., 11:00-11:15 A.M. | 43 | 8/2/43— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Drug Inc., New York | Dr. Lyons, Bayer eff 7/31 Dr. Lyons, Bayer eff 9/11 Dr. Lyons, Bayer | Second Husband | Mon.-Fri., 11:15-11:30 A.M. | 43 | 8/2/43— | Dancer-Fitzgerald-Sample |

(Continued on Page 290)



DELIVERS the responsive CBS listening audience in the West's Most Concentrated Market, the **SAN FRANCISCO BAY AREA**

740

ON YOUR DIAL

San Francisco Studios · Palace Hotel · EXbrook 3233

Represented Nationally by Edward Petry & Co., Inc.

PACIFIC AGRICULTURAL FOUNDATION LTD., SAN JOSE, CALIFORNIA

Advertisers Using CBS Network During 1944

[Continued from Page 288]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--------------------------------|---|---|-----------------|----------------------|--|
| Sterling Drug Inc., New York | Bayer | American Melody Hour | Tues., 7:30-8:00 P.M. | 121 | 7/20/43— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Drug Inc., New York | Ironized Yeast | Big Town | Tues., 8:00-8:30 P.M. 12:00-12:30 A.M. | 124 | 1/4/44— | Ruthrauff & Ryan, eff 8/1 Pedlar, Ryan & Lusk, eff 10/10 Peldar & Ryan |
| Stulz Sicles Co., Newark | Welder Supplies | Chet Huntley eff 4/27 Dr. Wallace Sterling | Thursday, 8:55-9:00 P.M. PWT | 8* | 3/30/44-6/22/44 | Hixson-O'Donnell Adv., L. A. |
| Joseph Tetley & Co., Inc., New York | Tetley Teas & Dehydrated Soups | Morning Market Basket | Tues., Thurs., Sat., 9:45-10:00 A.M. | 28 | 11/9/43-5/6/44 | Duane Jones Co., N. Y. |
| Texas Company, New York | Texaco Products | Fred Allen eff 7/2 Texaco Star Theater | Sunday, 9:30-10:00 P.M. | 125 | 10/3/43— | Buchanan Co., N. Y. |
| Thousand Club of the U. S. A. | Political | Franklin D. Roosevelt & others | Monday, 10:00-11:00 P.M. | 137 | 11/6/44 only | Biow Co., N. Y. |
| Union Ice Co. | | American Rhapsody | Sunday, 5:00-5:30 P.M. PWT | 5* | 10/29/44— | Geo. M. Wessells Adv. |
| United Air Lines Transport Corp., Chicago | Air Travel | In Time to Come | Sunday, 8:30-9:00 P.M. PWT | 8* | 11/7/43-4/30/44 | N. W. Ayer & Son, N. Y. |
| U. S. Rubber Co., New York | All Products | New York Philharmonic Symphony | Sunday, 3:00-4:30 P.M. | 122 | 5/23/43— | Campbell-Ewald Co. |
| U. S. Tobacco Co., New York | Model Tobacco | Gay Nineties Revue | Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M. | 68 | 5/24/43-11/13/44 | Arthur Kudner, N. Y. |
| Vick Chemical Co., New York | All Products | Dangerously Yours eff 10/22 Matinee Theater | Sunday, 2:00-2:30 P.M. | 123 | 7/2/44— | Morse International, N. Y. |
| Vick Chemical Co., New York | All Products | Deane Dickason | Tues., Thurs., 4:00-4:15 P.M. PWT | 5* | 9/28/43-1/27/44 | Morse International |
| Vick Chemical Co., New York | All Products | Dramatic Story with Frank Martin eff 5/16 Short, Short Stores | Tuesday, 9:25-9:30 P.M. PWT | 10* | 4/18/44-10/17/44 | Morse International |
| Vick Chemical Co., New York | All Products | Dr. Wallace Sterling | Wed., Thurs., 8:55-9:00 P.M. PWT eff 10/24 add Tues. | 10* | 7/12/44— | Morse International |
| Washington Cooperative Egg & Poultry Assn., Seattle | Institutional | Dr. Wallace Sterling | Saturday, 7:45-8:00 A.M. PWT | 11* | 6/24/44-12/16/44 | Pacific National Adv., Seattle |
| Welch Grape Juice Co., Westfield | All Products | Irene Rich | Sunday, 5:45-6:00 P.M. | 68 | 5/30/43-5/28/44 | H. W. Kastor & Sons Adv., Chicago |
| Western Sugar Refinery, San Francisco | Sea Island Sugar | I Was There | Sunday, 9:00-9:30 P.M. PWT eff 9/17 Sun., 3:30-4:00 P.M. PWT | 8* | 6/21/43-12/10/44 | J. Walter Thompson Co., S. F. |
| J. B. Williams Co., Glastonbury | Shaving Products | Wm. L. Shirer | Sunday, 7:00-7:15 P.M. eff 6/4 Sun., 5:45-6:00 P.M. | 59-142 | 12/5/43— | J. Walter Thompson Co., N. Y. |
| Wilshire Oil Co., Los Angeles | Motor Oil | That's A Good Idea | Saturday, 6:30-6:45 P.M. PWT | 5* | 9/2/44— | Dan B. Miner Co., L. A. |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | America in the Air | Sunday, 6:30-7:00 P.M. eff 9/16 Sat., 7:30-8:00 P.M.; 11:00-11:30 P.M. | 140 | 10/31/43— | J. Walter Thompson Co., Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | The First Line | Thursday, 10:00-10:30 P.M. | 142 | 12/30/43— | Arthur Meyerhoff & Co., Chicago |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | American Women | Mon.-Fri., 5:45-6:00 P.M. | 121-134 | 8/2/43-6/16/44 | Arthur Meyerhoff & Co. |
| Wm. Wrigley Jr. Co., Chicago | Chewing Gum | Service to the Front | Friday, 8:30-8:55 P.M.; 12:30-12:55 A.M. eff 9/12 Tues., 10:00-10:30 P.M. | 139 | 6/23/44— | Arthur Meyerhoff & Co. |
| Yellow Cab Co., San Francisco | Cab Service | The Story Teller | Saturday, 7:45-8:00 P.M. PWT | 5* | 1/8/44— | Rhoades & Davis |

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

JOSEPH HERSHEY MCGILLVRA, Inc. New York — Chicago — Los Angeles — San Francisco

The Only CBS Basic Outlet
Serving Western Pennsylvania

WJAS

PITTSBURGH

Has an amazing record of **SUCCESS STORIES ON ADVERTISERS** employing this vastly popular station. For instance, Kaufmann's Pittsburgh's largest department store, is now in its eleventh year of EXCLUSIVE AND CONTINUOUS broadcasting over WJAS—carrying three programs daily. In fact WJAS carries **MORE** department store advertising than any other Pittsburgh station, both in time and dollar volume. Local merchants as well as national spot advertisers know that the Pittsburgh market ranks among the nation's foremost—they also know that WJAS is doing a great job. For definite sales results schedule your next campaign over WJAS.

H. J. BRENNEN, *President*

H. K. BRENNEN, *Manager*

5,000 Watts . . . Day and Night
Represented by Wm. L. Rambeau Co.

Advertisers Using Mutual Network During 1944

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|---|---|-----------------|-------------------------------------|--|
| Acme White Lead & Color Works | Acme Paints & Lin-x | The Shadow The Return of Nick Carter | Sunday, 3:30-4:00 P.M. 5:30-6:00 P.M. | 33 14 | 10/1/44— 10/1/44— | Henri Hurst & McDonald, Chicago |
| Allegheny Ludlum Steel Corp. | Institutional | Steel Horizons | Sunday, 9:00-9:30 P.M. | 36 | 10/1/44 | Walter & Downing, Pittsburgh |
| American Bird Products, Chicago | Bird Food | American Radio Warblers | Sunday, 1:15-1:30 P.M. | 15 | 10/17/43-4/9/44 10/15/44— | Weston Barnett, Chicago |
| American Cigarette & Cigar Co., New York | Pall Mall Cigarettes | Gracie Fields' Victory Show eff 1/17/44—Believe It or Not with Robert Ripley | Mon.-Fri., 9:15-9:30 P.M. | 164 | 10/18/43-4/14/44 | Ruthrauff & Ryan, N. Y. |
| Barbasol Co., Indianapolis | Barbasol | Gabriel Heatter | Sunday, 8:45-9:00 P.M. | 174 | 7/11/43— | Erwin Wasey & Co., N. Y. |
| Bayuk Cigars Inc., Philadelphia | Phillies Cigars | Sizing Up the News | Mon., Wed., Fri., 8:00-8:15 P.M. | 72 | 11/7/41— | Ivey & Ellington, Inc., Philadelphia |
| Beaumont Co., St. Louis | Four Way Cold Tablets & other products | Lanny & Ginger | Mon., Wed., Fri., 11:55-12:00 Noon | 197 | 10/2/44— | Donahue & Coe Inc., N. Y. |
| Boots Aircraft Nut Corp., New Canaan, Conn. | Institutional | Wide Horizons | Sunday, 4:00-4:30 P.M. | 34 | 2/27/44-6/4/44 | Cecil & Presbrey Inc., N. Y. |
| Compans Sales Co., Batavia, Ill. | Campana hand cream, balm, etc. | First Nighter eff 3/8/44 | Sunday, 6:00-6:30 P.M. Wednesday, 9:30-10:00 P.M. | 203 | 11/17/43-10/25/44 | Wallace Ferry Hanly Co., Chicago |
| Carey Salt Co., Hutchinson, Kans. | Carey Salt | Boake Carter | Tues., & Thurs., 12:00-12:15 P.M. | 72 | 1/4/44-6/29/44 | McJunkin Adv. Co., Chicago |
| Chef Boy Ar-Dee Inc., Milton, Pa. | Spaghetti Dinner | Boake Carter | Mon., Wed., Fri., 12:00-12:15 P.M. | 60 | 5/3/43-7/28/44 | McJunkin Adv. Co., Chicago |
| Chesapeake & Ohio Railway Co., Cleveland | Service | Let's Face It | Sunday, 5:00-5:30 P.M. | 206 | 11/26/44— | Kenyon & Eckhardt, Inc., N. Y. |
| Clark Bros. Chewing Gum Co., Pittsburgh | Clark's Teaberry Gum | Goodwill Hour with John J. Anthony—eff 9/17/44 | Sunday, 10:15-11:00 P.M. 10:00-10:45 P.M. | 121 | 12/5/43-11/26/44 | Walker & Downing, Pittsburgh |
| Conti Products Inc., Brooklyn | Conti Shampoo & Soap | Treasure Hour of Song eff 6/22/44 Starlight Serenade eff 11/23/44 Treasure Hour of Song | Thursday, 9:30-10:00 P.M. | 32 | 11/18/43— | Birmingham, Castleman & Pierce, N. Y. |
| Coronet Magazine, Chicago | Coronet Magazine | Coronet Little Show | Sunday, 6:45-7:00 P.M. | 56 | 11/7/43-1/30/44 | Schwimmer & Scott, Chicago |
| Delaware, Lackawanna & Western Coal Co., New York | Blue Coal | The Shadow | Sunday, 5:30-6:00 P.M. | 40 | 9/26/43-4/16/44 9/24/44— | Ruthrauff & Ryan, N. Y. |
| Douglas Shoe Co., Brockton, Mass. | Shoes | John Stanley | Sunday, 11:45-12:00 Noon | 19 | 6/6/43-2/27/44 | Harold Cabot & Co., Boston |
| Dubonnet Corp., New York | Dubonnet Prod. | Your Date With Xavier Cugat eff 8/2/44 Red Cross in Action eff 9/6/44 Stop That Villain | Wednesday, 8:30-9:00 P.M. Wednesday, 12:15-12:20 P.M. Wednesday, 8:30-9:00 P.M. | 59 58 64 | 12/1/43-11/29/44 | William H. Weintraub & Co., N. Y. eff 9/6/44 BBDO. |
| Duffy Mott Co. Inc., New York | Apple Products & Sun Sweet Prune Juice | What's Your Idea? | Mon., Wed., Fri., 11:45-11:55 A.M. | 57 | 6/19/44— | Al Paul Lefton Co., Philadelphia |
| Emerson Radio & Phonograph Corp., New York | Institutional | Green Valley U. S. A. eff 8/27/44 You Can't Take It With You | Sunday, 5:00-5:30 P.M. | 66 | 2/27/44-11/19/44 | William H. Weintraub & Co., N. Y. |
| Employers Group Ins. Co., Boston | Insurance | Cedric Foster | Sunday, 9:30-9:45 P.M. eff. 9/17/44 10:00-10:15 P.M. | 180 | 8/6/43— | H. B. Humphrey Co., Boston |
| Frank H. Lee & Co., New York | Lee Hats | Little Known Facts About Well Known People—with Dale Carnegie | Thursday, 10:15-10:30 P.M. | 30 | 9/2/43— | Birmingham, Castleman & Pierce, N. Y. |
| Formfit Co., Chicago | Foundation Garments | Dick Brown—Singer | Sunday, 6:45-7:00 P.M. | 108 | 7/9/44— | Buchanan & Co., Chicago |
| George W. Luft Co., Long Island City | Cosmetics | Tangee Varieties | Thursday, 8:30-9:00 P.M. | 80 | 8/24/44— | Warwick & Legler, N. Y. |
| General Cigar Co., New York New York | White Owl Cigars | Henry Gladstone | Mon., Thurs., 10:00-10:15 P.M. | 67 | 9/24/42— | J. Walter Thompson, N. Y. |
| Gillette Safety Razor Co., Boston | Safety Razors & Blades | Sports Events | Friday, 10:00—Conclu. | 217 | 1/1/44-8/31/44; 9/8/44—18 Events | Maxon Inc., N. Y. |
| Gillette Safety Razor Co., Boston | Safety Razors & Blades | World Series | Wed. thru Mon., 2:45—Conclu. | 300 | 10/4/44 thru 10/9/44 | Maxon Inc., N. Y. |
| Goodyear Tire & Rubber Co., Akron | Service | Roy Rogers | Tuesday, 8:30-9:00 P.M. | 71 | 11/21/44— | Young & Rubicam Inc., N. Y. |
| Gospel Broadcasting Assn. | Evangelical Talks | Old Fashioned Revival Hour eff 9/17/44 Pilgrim Hour | Sunday, 7:00-8:00 P.M.; 12:00-12:30 P.M. | 206 | 1/3/37— | R. H. Alber Co., Los Angeles |
| Gospel Broadcasting Assn. | Evangelical Talks | Pilgrim Hour | Sunday, 2:00-3:00 P.M. | 163 | 9/6/42-5/14/44 | R. H. Alber Co., Los Angeles |
| Gotham Hosiery Co., New York | Hosiery | Strictly Personal—Peegen Fitzgerald | Tues., Thurs., 11:55-12:00 Noon | 85 | 10/5/43-9/28/44 | Sterling Adv. Agency, N. Y. |
| Grove Laboratories, Inc., St. Louis | Grove's Cold Tablets & B Complex Vitamin Pills | Ray Dady eff 6/26/44 Cedric Foster | Mon.-Fri., 1:00-1:15 P.M. Mon.-Fri., 2:00-2:15 P.M. | 56 52 | 11/1/43-10/27/44 | Russell M. Seeds Co., Chicago |
| Hartz Mountain Prod., New York | Hartz Mountain Bird Foods | Canary Pet Shop | Sunday, 2:45-3:00 P.M. | 52 | 10/15/44— | George H. Hartman Co., Chicago |
| Helbros Watch Co., New York | Watches | Pick and Pat Time eff 7/16/44 Quick As A Flash | Tuesday, 8:30-9:00 P.M. Sunday, 6:00-6:30 P.M. | 29 114 | 1/18/44— | William H. Weintraub Co., N. Y. |
| Kellogg Co., Battle Creek | Kellogg's All Bran | Jack Berch and His Boys | Mon.-Fri., 1:15-1:30 P.M. | 203 | 9/20/43-9/29/44 | Kenyon & Eckhardt, N. Y. |
| Kellogg Co., Battle Creek | Kellogg's Pep | Superman | Mon.-Fri., 5:45-6:00 P.M. Tues., Thurs., 5:45-6:00 P.M. | 200 | 1/4/43-9/28/44 | Kenyon & Eckhardt, N. Y. |
| Lewis B. Howe Co., St. Louis | Tums and N. R. Tablets | Let's Be Charming eff 5/30/44 American Woman's Jury | Thursday, 1:30-2:00 P.M. Tues., Thurs., 1:45-2:00 P.M. | 185 | 12/2/43-8/24/44 | Roche, Williams & Cunningham eff 5/30/44 Roch, Williams & Cleary, N. Y. |
| Loyal Order of Moose, Mooseheart, Ill. | Insurance Benefits | Moose Fireside Party | Sunday, 5:00-5:30 P.M. | 61 | 10/17/43-1/9/44 | L. W. Ramsey Co., Davenport, Ia. |

(Continued on Page 294)

SEPTEMBER JUNE JULY MARCH JANUARY
 NOVEMBER
Month after Month
 FEBRUARY APRIL DECEMBER AUGUST MAY
 OCTOBER

SPRING
Season after Season
 SUMMER FALL WINTER

1940 1942 1944
Year after Year
 1941 1943

WGN Carries more local and national spot business than any other major Chicago station.
 This is continuing evidence of WGN's ability to produce results for its advertisers.

A Clear Channel Station



CHICAGO 11
 50,000 WATTS
ILLINOIS
 720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Advertisers Using Mutual Network During 1944

[Continued from Page 292]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|--|---|-----------------|------------------------------------|--|
| Lumbermen's Mutual Casualty Co., Chicago | Insurance | Upton Close | Sunday, 6:30-6:45 P.M. | 115 | 11/22/42-12/31/44 | Low Burnet Co., Chicago |
| Lutheran Laymen's League, St. Louis | Religious Services | Lutheran Hour | Sunday, 1:30-2:00 P.M. | 223 | 10/25/42— | Gotham Adv. Co., N. Y. |
| Maryland Pharmaceutical Co., Baltimore | Rem and Rel | Words in the News eff 1/31/44 How Do You Say It? | Mon. & Wed., 11:55-12:00 Mon., Wed., Fri., | 56 | 10/4/43-3/31/44 | The Joseph Katz Co., Baltimore |
| Metro Goldwyn Mayer Inc., Hollywood | Motion Pictures | Peoples Reporter eff 6/12/44 Screen Test Screen Test Preview | Mon.-Fri., 8:15-8:30 P.M. Mon.-Fri., 9:15-9:30 P.M. Mon., Wed., Fri., 11:55-12:00 Noon | 56 90 60 | 11/15/43-12/8/44 6/5/44-7/21/44 | Donahue & Co., N. Y. |
| Mutual Benefit Health & Accident Assn. | Insurance | Freedom of Opportunity | Friday, 8:30-9:00 P.M. | 216 | 1/14/44— | Arthur Meyerhoff & Co., Chicago |
| National Small Business Men's Assn. | Public Relations | Abe Lincoln's Story | Sunday, 4:30-5:00 P.M. | 56 | 11/28/43-5/28/44 | Schwimmer & Scott, Chicago |
| Petri Wine Co., San Francisco | Wine | The New Adventures of Sherlock Holmes | Monday, 8:30-9:00 P.M. | 78 | 4/30/43— | Young & Rubicam, N. Y. |
| Pharmaco Inc., Newark | Feen-a-mint and/or Chooz | Double or Nothing | Friday, 9:30-10:00 P.M. | 210 | 5/8/42— | Ruthrauff & Ryan, N. Y. |
| Radio Bible Class (formerly called Detroit Bible Class) | Religious Talks | Radio Bible Class | Sunday, 10:00-10:30 A.M. | 193 | 11/10/40— | Aircasters Inc., Detroit |
| Ralston Purina Co., St. Louis | Cereal Foods | Tom Mix and His Straight Shooters | Wed., & Fri., 5:30-5:45 P.M. eff 9/4/44 Mon.-Fri., 5:30-5:45 P.M. eff 10/2/44 Mon.-Fri., 5:45-6:00 P.M. | 208 | 9/4/44— | Gardner Adv. Co., St. Louis |
| R. B. Semler Inc., New Canaan, Conn. | Kreml Hair Tonic | Gabriel Heatter News at Noon Music | Mon., Wed., Fri., 9:00-9:15 P.M. Mon.-Fri., 12:00-12:15 P.M. Tues., Thurs., 1:30-1:45 P.M. | 180 | 8/7/40— 12/4/44— 12/5/44— | Erwin Wasey & Co., N. Y. |
| Reichhold Chemicals Inc. | Institutional | Detroit Symphony Orc. | Saturday, 8:30-9:00 P.M. | 51 | 10/2/44— | Grant Advertising, N. Y. |
| Richfield Oil Corp., New York | Oil and Gasoline | Confidentially Yours with Arthur Hale | Tues., Thurs., Sat., 7:30-7:45 P.M. | 31 | 1/6/42— | Hixson O'Donnell Adv., N. Y. |
| Serutan Co., Jersey City | Serutan and/or affiliated Products and Publications | A. L. Alexander's Mediation Bd. | Sunday, 8:00-8:45 P.M. | 57 | 7/11/43-12/24/44 | Raymond Spector Co., N. Y. |
| Sherwood Bros., Baltimore | Oil & Gasoline | Confidentially Yours with Arthur Hale | Tues., Thurs., Sat., 7:30-7:45 P.M. | 3 | 10/1/44-8/31/44 | Van Sant Dugdale & Co., Baltimore |
| Shipstead & Johnson | | Ice Follies | Thursday, 11:30-12:00 P.M. | 36 | 9/21/44 only | Allied Agencies, Los Angeles |
| Sinclair Refining Co., New York | Oil and Gasoline | Confidentially Yours with Arthur Hale Frank Singiser | Tues., Thurs., Sat., 8:00-8:15 P.M. Tues., Thurs., Sat., 8:00-8:15 P.M. | 135 41 | 1/4/44-12/30/44 5/2/44-12/30/44 | Hixson O'Donnell Adv., N. Y. |
| Stokely Bros. & Co., Inc., Indianapolis | Tenderoni & other Van Camp Products | Luncheon with Lopez | Mon., Wed., Fri., 1:30-1:45 P.M. eff 7/28/44 Fri., 1:30-1:45 P.M. | 131 | 1/31/44— | Calkins & Holden, N. Y. |
| Swank Slips Inc. | Miss Swank Slips | Relaxation in Music eff 11/5/44 Jerry Cooper Show | Sunday, 9:45-10:00 P.M. | 30 | 10/22/44— | Hirshon-Garfield Inc., N. Y. eff 11/5/44 William H. Weintan & Co. |
| Table Products, Inc. | Nu-made Mayonnaise | Night at Hoagy's | Sunday, 11:30-12:00 P.M. | 46 | 7/30/44— | Foote, Cone & Belding, San Francisco |
| Union Pacific Railroad | Institutional | Your America | Sunday, 4:00-4:30 P.M. | 121 | 10/15/44— | The Caples Co., Chicago |
| Voice of Prophecy, Washington, D. C. | Religious Talks | Voice of Prophecy | Sunday, 9:30-10:00 A.M. | 199 | 1/4/42— | G. C. Hoskin Assoc., Chicago |
| Waltham Watch Co., Waltham, Mass. | Waltham Time Pieces | Time for Decision | Wednesday, 10:00-10:15 P.M. | 68 | 10/11/44— | H. B. Humphrey Co., Boston |
| Wesley Radio League | Religious Talks | Rev. John E. Zoller | Sunday, 11:00-11:30 A.M. | 147 | 1/4/42— | A. C. Casters, Inc., Detroit |
| Wilson Sporting Goods Co., Chicago | Sporting Goods | Arch Wards Sports Preview | Friday, 10:15-10:30 P.M. | 72 | 10/22/43-4/12/44 | United States Adv., Chicago |
| Young People's Church of the Air | Religious Talks | Young People's Church of the Air | Sunday, 9:00-9:30 A.M. | 160 | 10/19/41— | Ivey & Ellington Inc., Philadelphia eff 4/9/44 Erwin Wasey & Co., N. Y. |
| Zonite Products Corp., New York | Forhan's Toothpaste | Gabriel Heatter | Tues., Thurs., 9:00-9:15 P.M. | 177 | 7/8/41— | Erwin Wasey Co., N. Y. |

W-CAR PONTIAC MICHIGAN

1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

CLEAR
AS A
CHURCH
BELL



On a clear channel, with 5000 Watts power, at the lowest frequency (1070 kilocycles) of any Indianapolis station, the Voice of WIBC travels strong and clear throughout Central Indiana, Western Ohio and Eastern Illinois.

This wide coverage, plus intensive merchandising assistance, makes WIBC your best buy, in Indiana.

Represented nationally by John Blair & Company

A *Mutual* STATION **WIBC**

INDIANAPOLIS, IND.

Owned and Operated by *The Indianapolis News*



Advertisers Using NBC Network During 1944

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|---|---|-----------------|----------------------|--|
| Albers Milling Co., Seattle | Cereal Products | Albers Homemakers' Hour | Mon.-Fri., 10:30-10:45 A.M. PWT | 8 | Oct. '44— | Foote, Cone & Belding, S. F. |
| Aluminum Co. of America, Pittsburgh | Aluminum Products | Lighted Windows | Saturday, 11:30-12:00 Noon | 123 | Dec. '43-May '44 | Fuller & Smith & Ross, N. Y. |
| American Bakeries Co., Atlanta | Bread, Cake & Crackers | Robert St. John | Mon., Wed., Fri., 10:15-10:30 A.M. | 16 | June '44— | Tucker, Wayne & Co., Atlanta |
| American Dairy Assoc., Chicago | Dairy Products | Voice of the Dairy Farmer | Sunday, 1:00-1:15 P.M. | 38 | July '43— | Campbell Mithun Co., Minneapolis |
| American Home Products Corp., New York | Anacin | Just Plain Bill | Mon.-Fri., 5:30-5:45 P.M. | 52 | Sept. '42— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., New York | Hill's Cold Tablets, Benefax, Freezone, Kolynos Toothpaste & Powder | Front Page Farrell | Mon.-Fri., 5:45-6:00 P.M. | 52 | Sept. '42— | Dancer-Fitzgerald-Sample, N. Y. |
| American Home Products Corp., New York | Old English Wax & Dextra (eff Nov. '44) Anacin | Fleetwood Lawton (eff Aug. '44) Ray Maypole (eff Oct. '44) Fleetwood Lawton | Mon., Tues., Wed., Fri., 8:15-8:30 A.M. PWT | 7 | Aug. '43— | J. Walter Thompson, N. Y. (eff Nov. '44) Dancer-Fitzgerald-Sample, Hollywood |
| American Home Products Corp., New York | Old English Cleaners & Waxes | O'Kay For Release | Mon.-Fri., 5:00-5:15 P.M. PWT | 7 | Nov. '43-May '44 | J. Walter Thompson, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Kay Kyser's College of Musical Knowledge (eff July '44) Kay Kyser's College of Musical Knowledge, Starring Phil Harris (eff Sept. '44) Kay Kyser's College of Musical Knowledge | Wednesday, 10:00-11:00 P.M. | 138 | Nov. '38-Dec. '44 | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Your All Time Hit Parade | Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid. (eff June '44) Sun., 7:00-7:30 P.M. | 186 | Nov. '43-Oct. '44 | Foote, Cone & Belding, N. Y. |
| American Tobacco Co., New York | Lucky Strike | Jack Benny | Sunday, 7:00-7:30 P.M. | 143 | Oct. '44— | Ruthrauff & Ryan, N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | David Harum | Mon.-Fri., 11:45-12:00 Noon | 55 | Sept. '40— | Duane Jones Co., N. Y. |
| B. T. Babbitt Inc., New York | Bab-O Cleaner | Lora Lawton | Mon.-Fri., 10:00-10:15 A.M. | 39 | May '43— | Duane Jones Co., N. Y. |
| Bell Telephone System, New York | Telephone Service | The Telephone Hour | Monday, 9:00-9:30 P.M.; 12:00-12:30 A.M. | 129 | Apr. '40— | N. W. Ayer & Son, N. Y. |
| Ben Hur Products, Inc., Los Angeles | Coffee, Spices & Extracts | Aunt Mary | Mon.-Fri., 10:30-10:45 A.M. PWT (eff Sept. '44) Mon.-Fri., 3:45-4:00 P.M. PWT | 13 | Feb. '44— | Barton A. Stebbins, Los Angeles (eff Sept. '44) Foote, Cone & Belding, Hollywood |
| Bristol-Myers Co., New York | Ipana, Sal Hepatica (eff Oct. '44) Sal Hepatica & Trushay | Time to Smile (eff June '44) The Alan Young Show (eff Sept. '44) Time to Smile | Wednesday, 9:00-9:30 P.M. | 130 | Oct. '42— | Young & Rubicam, N. Y. |
| Bristol-Myers Co., New York | Vitalis & Ingram (eff Nov. '44) Ipana & Vitalis | Mr. District Attorney | Wednesday, 9:30-10:00 P.M. | 180 | June '40— | Pedlar & Ryan, N. Y. (eff Aug. '44) Doherty, Clifford & Schenfield, N. Y. |
| Bristol-Myers Co., New York | Ipana & Minit-Rub | Duffy's Tavern | Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid. | 126 | Sept. '44 | Young & Rubicam, N. Y. |
| Brown Shoe Co., Inc., St. Louis | Shoes | Smilin' Ed. McConnell | Saturday, 12:30-1:00 P.M. PWT | 10 | Feb. '44-May '44 | Leo Burnett, Chicago |
| Brown Shoe Co., Inc., St. Louis | Shoes | Smilin' Ed. McConnell | Sat., 10:00-10:30 A.M. (eff Nov. '44) Sat. 11:30-12:00 Noon | 52 | Sept. '44— | Leo Burnett, Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Red Skelton & Co. (eff June '44) Raleigh Room with Hildegarde | Tuesday, 10:30-11:00 P.M. | 130 | Sept. '43— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Raleighs | Beat the Band (eff Sept. '44) Carton of Cheer | Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid. | 129 | Sept. '42— | Russel M. Seeds Co., Chicago |
| Brown & Williamson Tobacco Co., Louisville | Wings | People Are Funny | Friday, 9:30-10:00 P.M. | 131 | Apr. '42— | Russel M. Seeds Co., Chicago |
| Bunte Brothers, Chicago | Candy | World Front | Sunday, 12:00-12:30 P.M. | 20 | June '43— | Fresba, Fellers & Presba, Chicago |
| Campana Sales Co., Batavia, Ill. | Cosmetics & Toiletries | Grand Hotel | Saturday, 5:00-5:30 P.M. | 142 | Nov. '44— | Wallace-Ferry-Hanley Co., Chicago |
| Campana Sales Co., Batavia, Ill. | Solitairst Makeup | The Little Betsy Ross Girl | Sunday, 11:45-12:00 Noon | 7 | Nov. '44— | The Clements Co., Inc., Philadelphia |
| Campbell Cereal Co., Minneapolis | Malt-O-Meal | Graeme Fletcher | Mon., Wed., Fri., 7:00-7:15 A.M. PWT | 8 | Sept. '44— | Raymond R. Morgan Co., Hollywood |
| Carnation Co., Milwaukee | Carnation Milk | Carnation Contented Program | Monday, 10:00-10:30 P.M. | 68 | May '31— | Erwin Wasey & Co., Chicago |
| Centaur Company, Rahway, N. J. | Molle Shave Cream | The Molle Mystery Theatre | Tuesday, 9:00-9:30 P.M. | 57 | Sept. '43— | Young & Rubicam, N. Y. |
| Cities Service Co., New York | Gas and Oil | Cities Service Concert (eff Oct. '44) Highways in Melody | Friday, 8:00-8:30 P.M. | 68 | Oct. '40— | Foote, Cone & Belding, N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Dental Cream | Can You Top This | Saturday, 9:30-10:00 P.M. | 128 | Oct. '42— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Shave Cream | Sports Newareel of the Air | Friday, 10:30-10:45 P.M. | 67 | Oct. '41— | Sherman & Marquette, Chicago |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Soap | Million Dollar Band (eff Apr. '44) Palmolive Party | Saturday, 10:00-10:30 P.M. | 128 | May '43— | Ted Bates Inc., N. Y. |
| Colgate-Palmolive-Peet Co., Jersey City | Palmolive Soap & Dental Cream | Kay Kyser's College of Musical Knowledge | Wednesday, 10:00-11:00 P.M. | 139 | Dec. '44— | Ted Bates, Inc., N. Y. |
| Council on Candy as Food in the War Effort, Chicago | Candy | Washington Reports On Rationing | Sunday, 3:00-3:15 P.M. | 48 | Feb. '43-Feb. '44 | BBDO, Inc., Chicago |
| Cudaby Packing Co., Chicago | Old Dutch Cleanser | Helpmate | Mon.-Fri., 10:30-10:45 A.M. | 41 | Sept. '41-June '44 | Grant Advertising, Chicago |

(Continued on Page 302)

Nighttime listening in **1077 cities**



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

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

In 1077 cities

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

NBC leads the next network

in "Listen 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

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
TALK
OF
KANSAS**

**KWBW
HUTCHINSON**

WILLIAM WYSE, PRESIDENT • 101 E. AVENUE "A"



SHAKE HANDS WITH



"THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.



WSTV

STEBENVILLE, O.
JOHN LAUX, MGR.
MUTUAL

WFPG

ATLANTIC CITY, N. J.
EDDIE KOHN, MGR.
BLUE NETWORK

WJPA

WASHINGTON, PA.
JOHNNY CROFT, MGR.
INDEPENDENT

WKNY

KINGSTON, N. Y.
LOU STEKETEE, MGR.
MUTUAL

Warner Bros.

KFWB

Hollywood, Cal.

Harry Maizlish, Gen. Mgr.
William G. Rambeau Co., Nat'l Rep.

RADIO ADVERTISERS

(Continued from page 266)

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Dancer-Fitzgerald-Sample, Chicago. n sp t

WEB DISTRIBUTING Co., Newark (Pyramid toothpowder). Charles W. Hoyt Co., N. Y. sa

THOMAS J. WEBB Co., Chicago (coffee). Agency: Schwimmer & Scott, Chicago. t

WEINSTEIN Co., San Francisco (dePARTMENT store chain). Agency: Botsford, Constantine & Gardner, San Francisco. sa

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. n sa t ta sp

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner. Sa

WESLEY RADIO LEAGUE (religious). Agency: A. C. Casters Inc., Detroit. sp n

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. n sp sa t ta

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Van Norden & Staff, San Francisco. sa sp

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. sa

WESTERN SUGAR REFINER, San Francisco (Sea Island Sugar). Agency: J. Walter Thompson Co., N. Y. n

WESTERN UNITED DAIRY, Chicago. Olan Adv., Chicago. sa

WESTINGHOUSE E & M Co., E. Pittsburgh, & Philadelphia, Pa. Agencies: Fuller & Smith & Ross, N. Y.; Ketchum-MacLeod & Grove, Pitts.; McCann-Erickson, N. Y. sp n rn

WESTMINSTER CANNERS, New Westminster, B. C. (pork and beans). Cockfield Brown & Co., Vancouver. sp

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. n t sp

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. n sp

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. sa n rn t ta

WILBERT PRODUCTS, New York, (wax). Agencies: W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. t sp ta sa

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa. Gray & Rogers, Philadelphia. sa

WILCO Co., Los Angeles (Biff). Agency: Elwood J. Robinson Adv., Los Angeles.

WILDROOT Co., Buffalo (hair tonic). Agency: BBDO, Chicago. sp

GEORGE WILEY Co., Clay Center, Kans. (Wiley's Fishing Calculator). First United Broadcasters, Chicago. sp sa

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. ne sp

WILLARD'S CHOCOLATES, Toronto. Cockfield Brown & Co., Toronto. ne

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. sp n sa

J. B. WILLIAMS Co., (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. t n sp

R. C. WILLIAMS Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. sp sa

WILLIAMSON CANDY Co., Chicago (Ob Henry candy bars). Agency: Aubrey, Moose & Wallace, Chicago. sa n sp

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. sp n

WILSON & Co., Chicago (lard, dog food, mor). Agency: U. S. Adv. Corp., Chicago. sa t sp ta

WILSON & Co., Los Angeles (oleo, mor). Brisacher, Van Norden & Staff, San Francisco.

WILSON & Co., Los Angeles (B.V. Meat flavoring). Davis & Beaven, Los Angeles. sa

WILSON FLY PAD Co., Hamilton, Ont. A. McKim Ltd., Toronto. sp

GILBERT C. WILSON LABS., Denton, Tex. (dehydrated sweet potatoes). Little & Co., Los Angeles. sa

WILSON SPORTING GOODS Co., Chicago (athletic equip.). Agency: U. S. Advertising Corp., Chicago. sp n

WINE SHIPPERS, Import Corp., N. Y. Agency: Redfield-Johnstone, N. Y. ne sp

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. n sa

WORCESTER SALT Co., N. Y. (owned by Morton's Salt Co.). Agency: J. Walter Thompson Co., N. Y.

WRIGHT AERONAUTICAL Corp., Patterson, N. J. Agency: Burke, Dowling, Adams, Upper Montclair, N. J. sp sa

WM. WRIGLEY, Jr., Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vandervile & Rubins, Chicago; J. Walter Thompson Co., Chicago. sp n

WM. WRIGLEY Co. of Canada, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. n sp

WYANDOTTE CHEMICALS Co., Wyandotte, Mich. Agency: N. W. Ayer & Son, N. Y. t

WYLER WATCH Co., N. Y. Zlowe Co., N. Y.

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Messengale Co., Atlanta. sa

YAMI YOGURT PRODUCTS Co., Los Angeles (dairy products). Agency: Erwin Wasey & Co., Los Angeles. sp

YEAST-PHOS Co., Montreal (yeast) Metropolitan Broadcasting Service, Toronto. sa

YELLOW CAB Co., Philadelphia (taxi cabs). Agencies: Aaron & Brown Adv. Agency, Philadelphia; E. L. Brown Agency Philadelphia. sp n

YOUNG PEOPLE'S CHURCH OF THE AIR (religious). Agency: Ivey & Ellington, Philadelphia. sp n

W. F. YOUNG Inc., Springfield, Mass. (Absorbine Jr.) Agency: J. Walter Thompson Co., N. Y. ta

Z

ZIP ABRASIVE Co., Cleveland (deoderant). James R. Flanagan Adv., N. Y. sa t

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin Wasey & Co., N. Y. n ne

NEWFOUNDLAND RADIO STATIONS

[Receiving Sets, \$25,000. Set Tax, \$2 Annually]

| City | Call Letters | Operator | Frequency in Kilocycles | Power in Watts |
|--------------|--------------|-------------------------------------|-------------------------|----------------|
| Corner Brook | VOWN | *Broadcasting Corp. of Newfoundland | 840 | 250 |
| St. Johns | VONF | *Broadcasting Corp. of Newfoundland | 640 | 12,000 |
| " | VOCM | *Colonial Broadcasting System | 1000 | 250 |
| " | VOAR | Seventh Day Adventists | 950 | 25 |
| " | VOWR | Wesley United Church | 700 | 500 |

SHORTWAVE STATIONS

| | | | | |
|-----------|------|-------------------------------------|------|-----|
| St. Johns | VONG | *Broadcasting Corp. of Newfoundland | 9475 | 300 |
| " | VONH | *Broadcasting Corp. of Newfoundland | 5970 | 300 |

Log compiled as of Jan. 1, 1945.

*Indicates station sells time commercially.



WEAF makes the rounds for Advertisers in New York...

WEAF naturally thinks radio is advertising's most effective sales tool . . . hence it uses "on the air promotion" day in and day out . . . to sell **WEAF** advertisers' programs to more and more listeners in the New York market.

But **WEAF** is not content to wait for listeners to tune in. **WEAF** gets out in the field, makes the rounds among New York listeners for all **WEAF** advertisers . . . extra efforts that produce not only more listeners but greater goodwill and increased audience acceptance.

ON THE AIR PROMOTION . . . **WEAF** builds audiences by the constant use of station break announcements for sponsors and programs . . . by a fluid interchange of program personalities to add extra interest . . . by special programs for special events (over 30 programs were prepared to promote the Parade of Stars alone).

COMMUNITY ACTIVITIES . . . **WEAF** builds local good will and station acceptance by participation in community activities . . . supplying complete stage shows for war bond rallies . . . furnishing speakers and entertainers to luncheon clubs and other meetings . . . donating air time and personal services to civic, social and patriotic projects.

CONSUMER ADVERTISING . . . **WEAF** gains new listeners through the use of diverse media . . .

newspaper and magazine advertising . . . subway car cards . . . suburban billboards . . . a magnificent diorama in Grand Central Terminal . . . showcase and window displays . . . all emphasizing **WEAF** at 660 as the spot for "the greatest shows in radio."

PROGRAM SUPPORT . . . **WEAF** programs get individual support . . . through direct mail pieces, attractive blotters, tent cards, and personal promotions . . . even hiring Madison Square Garden on occasion.

AND, of course, the listening area is flooded with millions of **WEAF** match books.

*All of which gives some idea why **WEAF** is still New York's best-known station for listeners and advertisers alike.*

WEAF NEW YORK—NBC's Key Station 660 on your dial—50,000 watts

REPRESENTED BY NBC SPOT SALES



A Service of Radio Corporation of America

Advertisers Using NBC Network During 1944

[Continued from Page 296]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|--|--|-----------------|----------------------|---|
| E. I. DuPont de Nemours Co., Wilmington, Del. | Institutional | Cavalcade of America | Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 139 | Apr. '42— | BBDO., N. Y. |
| Electric Auto Lite Co., Toledo | Institutional | Everything For the Boys (eff Feb. '44) The Ronald Colman Show (eff June '44) Everything For the Boys | Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. | 129 | Jan. '44— | Ruthrauff & Ryan, N. Y. |
| Electrical Research Labs. Inc. (Sentinal Radio Corp.), Evanston, Ill. | Institutional | John W. Vandercook | Saturday, 5:30-5:45 P.M. | 141 | Oct. '44— | Evans Associates, Chicago |
| Emerson Drug Co., Baltimore | Bromo-Seltzer | Ellery Queen | Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M. | 22 | Oct. '42— | Ruthrauff & Ryan, N. Y. (eff Nov. '44) McCann-Erickson, N. Y. |
| Firestone Tire & Rubber Co., Akron | Tires & Tubes | The Voice of Firestone | Monday, 8:30-9:00 P.M. | 140 | Dec. '28— | Sweeney & James Co., Cleveland |
| Fisher Flouring Mills Co., Seattle | Zoom Cereal | Louis P. Lochner | Wed., Thurs., 5:45-6:00 P.M. PWT; 8:00-8:15 P.M. PWT | 21 | Mar. '43-Mar. '44 | Pacific National Adv., Seattle |
| Fisher Flouring Mills Co., Seattle | Cereal & Flour | James Abbe Pictures the News | Saturday, 10:45-11:00 A.M. PWT | 20 | Oct. '44— | Pacific National Advertising Agency, Seattle |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | Fitch Bandwagon | Sunday, 7:30-8:00 P.M. | 139 | Sept. '38— | L. W. Ramsey Co., Davenport, Ia. |
| F. W. Fitch Co., Des Moines | Hair Tonic & Shampoo | News of the World | Tues., Thurs., 7:15-7:30 P.M. | 77 | May '43— | L. W. Ramsey Co., Davenport, Ia. |
| General Electric Co., Cleveland | Lamps | Hour of Charm | Sunday, 10:00-10:30 P.M. | 138 | Sept. '39— | BBDO., N. Y. Foster & Davies, Cleveland |
| General Foods Corp., New York | Grapenut Flakes & Grapenuts | Jack Benny | Sunday, 7:00-7:30 P.M. | 132 | Oct. '43-June '44 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Grapenut Flakes & Wheatmeal | Those We Love | Sunday, 2:00-2:30 P.M. | 125 | June '43-June '44 | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Sanka Coffee | Those We Love | Sunday, 2:00-2:30 P.M. | 64 | Oct. '44— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties (eff Sept. '44) Swans- down | Night Editor | Thursday, 8:15-8:30 P.M. PWT | 7 | Oct. '42-Dec. '44 | Benton & Bowles, N. Y. (eff Sept. '44) Young & Rubicam, N. Y. |
| General Foods Corp., New York | Birdseye Frosted Foods | Dinah Shore's Open House | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 131 | July '44— | Young & Rubicam, N. Y. |
| General Foods Corp., New York | Post Toasties | The Thin Man | Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid. | 126 | June '44-Sept. '44 | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Diamond Crystal & Bakers Chocolate | When a Girl Marries | Mon.-Fri., 5:00-5:15 P.M. | 74 | Sept. '41— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Post's 40% Bran Flakes | Portia Faces Life (eff Apr. '44) We Love & Learn (eff Oct. '44) Portia Faces Life | Mon.-Fri., 5:15-5:30 P.M. | 88 | Apr. '41— | Benton & Bowles, N. Y. |
| General Foods Corp., New York | Maxwell House Coffee (eff June '44) Grapenut Flakes (eff Sept. '44) Maxwell House Coffee | Maxwell House Coffee Time (eff June '44) Those We Love (eff Sept. '44) Maxwell House Coffee Time | Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid | 130 | Sept. '43— | Benton & Bowles, N. Y. (eff June '44) Young & Rubicam, N. Y. (eff Sept. '44) Benton & Bowles, N. Y. |
| General Foods Corp., New York | Postum | The Aldrich Family | Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M. | 128 | Aug. '43-July '44 | Young & Rubicam, N. Y. |
| General Mills Inc., Minneapolis | Betty Crocker Soup (eff June '44) Wheaties | Guiding Light | Mon.-Fri., 2:00-2:15 P.M. | 125 | May '38— | Knox-Reeves Adv. Agency, Minneapolis |
| General Mills Inc., Minneapolis | Cheerios (eff June '44) Bisquick | Today's Children | Mon.-Fri., 2:15-2:30 P.M. | 127 | May '38— | Dancer-Fitzgerald-Sample, Chicago (eff June '44) Knox-Reeves Adv., Minneapolis |
| General Mills Inc., Minneapolis | Kitchen Tested Flour (eff June '44) Betty Crocker Soup | Light of the World (eff June '44) Woman in White | Mon.-Fri., 2:30-2:45 P.M. | 127 | May '38 | Dancer-Fitzgerald-Sample, Chicago (eff June '44) Knox-Reeves Adv., Minneapolis |
| General Mills Inc., Minneapolis | Softasilk Cake Flour & Soup | Hymns of All Churches | Mon.-Wed., 2:45-3:00 P.M. (eff June '44) Mon.-Thurs., 2:45-3:00 P.M. | 38 | May '38 | Dancer-Fitzgerald-Sample, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour | Betty Crocker | Friday, 2:45-3:00 P.M. | 38 | May '38— | Dancer-Fitzgerald-Sample, Chicago |
| General Mills, Minneapolis | Softasilk Cake Flour & Soup | Melodies of Home | Thursday, 2:45-3:00 P.M. | 29 | Nov. '43-June '44 | Dancer-Fitzgerald-Sample, Chicago |
| General Motors Corp., Detroit | Institutional | General Motors Symphony of the Air presenting the NBC Symphony | Sunday, 5:00-6:00 P.M. | 143 | Aug. '43— | Arthur Kudner Inc., N. Y. |
| Gilmore Oil Co., Los Angeles | Gas & Oil | Furlough Fun | Friday, 9:00-9:30 P.M. PWT | 6 | Nov. '42— | Ruthrauff & Ryan, Hollywood |
| Goodyear Tire & Rubber Co., Akron | Institutional | Salute to Youth | Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. | 123 | Apr. '43-Jan. '44 | Arthur Kudner Inc., N. Y. |
| Goodyear Tire & Rubber Co., | Heels & Soles | Hook'n Ladder Follies (eff May '44) Melody Round-up | Saturday, 11:00-11:30 A.M. (eff June '44) Sat., 11:30- 12:00 Noon | 125 | Nov. '43-Nov. '44 | N. W. Ayer & Son, N. Y. (eff Aug. '44) Young & Rubicam, N. Y. |
| Grove Laboratories Inc., St. Louis | Groves Cold Tablets | Reveille Roundup | Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 10:30-10:45 A.M. | 117 | Oct. '41— | Russel M. Seeds Co., Chicago |
| Groves Laboratories Inc., St. Louis | Cold Tablets & Vitamins | O'Kay for Release | Mon.-Fri., 5:00-5:15 P.M. PWT | 7 | June '44— | Russel M. Seeds Co., Chicago |
| H. J. Heinz Co., Pittsburgh | Food Products | Information Please (eff July '44) Vacation Serenade (eff Sept. '44) Information Please | Monday, 10:30-11:00 P.M. (eff Apr. '44) Mon., 9:30-10:00 P.M. | 138 | Feb. '43— | Maxon, Inc., Detroit |
| Holland Furnace Co., Holland, Michigan | Furnaces & Equipment | World News Roundup | Sunday, 9:00-9:15 A.M. | 70 | May '44-Oct. '44 | Roche, Williams & Cleary, Chicago |
| Jagues Manufacturing Co., Chicago | K-C Baking Powder | K-C Jamboree | Saturday, 11:00-11:30 A.M. | 70 | Aug. '44— | Leo Burnett Co., Chicago |
| The Andrew Jergens Co., Cincinnati | Woodbury Face Cream & Powder, Soap | Mr. and Mrs. North | Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M. | 128 | Dec. '42— | Lennen & Mitchell, N. Y. |

(Continued on Page 304)



**—read the staggering
facts on listening
habits in America's
2nd biggest market!**

We asked: "What station do you listen to most?"

42% SAID
WMAQ

MORE PEOPLE ANSWERED

"WMAQ"

THAN THE NEXT 3 STATIONS COMBINED!

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.

WMAQ
CHICAGO

The station most people
listen to most
670 ON YOUR DIAL—50,000 WATTS

REPRESENTED BY NBC SPOT SALES



A Service of Radio
Corporation of America

Advertisers Using NBC Network During 1944

[Continued from Page 302]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--|---|---|-----------------|--------------------------------|---|
| S. C. Johnson & Son, Racine, Wis. | Floor Wax | Fibber McGee & Molly (eff June '44) Words at War (eff Sept. '44) Fibber McGee & Molly | Tuesday, 9:30-10:00 P.M. | 182 | Oct. '41— | Needham, Louis & Brorby, Chicago |
| Kraft Cheese Co., Chicago | Food Products | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 138 | July '40— | J. Walter Thompson, Chicago |
| Kraft Cheese Co., Chicago | Food Products | The Great Gildersleeve | Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M. | 80 | Aug. '43—June '44 Aug. '44— | Needham, Louis & Brorby, Chicago |
| Langendorf United Bakeries, Inc., San Francisco | Bread | A Song Is Born | Monday, 6:00-6:30 P.M. PWT | 6 | Mar. '44—Dec. '44 | Pacific Coast Adv. Agency, San Francisco |
| Lever Brothers Company, Cambridge, Mass. | Lifebuoy Soap | Bob Burns, The Arkansas Traveler (eff July '44) Charlie Chan (eff Sept. '44) Bob Burns, The Arkansas Traveler | Thursday, 7:30-8:00 P.M.; 9:30-10:00 P.M. | 76 | Jan. '43— | Ruthrauff & Ryan, N. Y. |
| Lever Brothers Company, | Rinso | Amos'n Andy (eff June '44) Boston Blackie (eff Sept. '44) Amos'n Andy | Friday, 10:00-10:30 P.M. | 180 | Oct. '41— | Ruthrauff & Ryan, N. Y. |
| Lewis-Howe Co., St. Louis | Tums | Treasure Chest (eff Jan. '44) A Date With Judy | Tuesday, 8:30-9:00 P.M. | 134 | June '40— | Roche, Williams & Cleary, Chicago |
| Liggett & Myers Tobacco Co., New York | Chesterfields | Fred Waring (eff June '44) Chesterfield Music Shop (eff Dec. '44) Chesterfield Supper Club | Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M. | 137 | June '39— | Newell-Emmett Company, N. Y. |
| P. Lorillard Co., New York | Old Gold | Bob Crosby & Co (eff Aug. '44) Jackie Gleason, Les Tremayne Show (eff Oct. '44) Comedy Theatre | Sunday, 10:30-11:00 P.M. | 129 | July '43— | J. Walter Thompson Co., N. Y. (eff Oct. '44) Lennen & Mitchell, N. Y. |
| Los Angeles Soap Co., Los Angeles | Soaps | Art Baker—News | Mon.-Fri., 10:45-11:00 A.M. PWT | 18 | Oct. '42— | Raymond R. Morgan Co., Hollywood |
| MacMillan Petroleum Corp., Los Angeles | Gas & Oil | H. V. Kaltenborn | Mon., Wed., Fri., 4:45-5:00 P.M. PWT | 6 | May '43—Feb. '44 | Logan & Arnold, Los Angeles |
| Manhattan Soap Co., New York | Sweetheart Soap | Scramby Amby | Wednesday, 9:30-10:00 P.M. PWT | 6 | Apr. '43—July '44 | Franklin Bruck Adv. Corp., N. Y. |
| Mars Inc., Chicago | Candy | Dr. I. Q. | Monday, 10:30-11:00 P.M. | 126 | Apr. '44 | Grant Advertising Inc., Chicago |
| George S. May Co., Chicago | Institutional | Tam-O'Shanter Golf Tournament | Sunday, 6:30-7:00 P.M. | 83 | Aug. 27, '44 Only | Jim Duffy Co., Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | News of the World | Mon., Wed., Fri., 7:15-7:30 P.M. Tues., Thurs., 7:15-7:30 P.M. | 131 31 | Mar. '41— | Wade Adv. Agency, Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | News of the World | Sunday, 11:15-11:30 P.M. | 88 | Mar. '41—June '44 | Wade Adv. Agency, Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | News of the World—Robert St. John | Mon., Fri., 10:15-10:30 A.M. | 40 | Jan. '44— | Wade Adv. Agency, Chicago |
| Miles Labs., Elkhart, Ind. | Alka-Seltzer & Vitamins | National Barn Dance | Saturday, 9:00-9:30 P.M. | 62 | June '42— | Wade Adv. Agency, Chicago |
| Modern Food Process Co., Philadelphia | Vogt's Philadelphia Scrapple | The Little Betsy Ross Girl | Sunday, 11:45-12:00 Noon | 7 | Oct. '43—Oct. '44 | The Clements Co. Inc., Philadelphia |
| Benjamin Moore & Co., N. Y. | Paints | Betty Moore | Saturday, 10:30-10:45 A.M. | 51 | Mar. '44—May '44 | Direct |
| John Morrell & Co., Ottumwa, Ia. | Red Heart Dog Food | Bob Becker Pet Parade (eff July '44) Alex Dreier | Saturday, 10:45-11:00 A.M.; 12:00-12:15 P.M. | 127 | Oct. '43— | Henri, Hurst & McDonald, Chicago |
| Philip Morris & Co., New York | Phillip Morris Cigarettes | Johnnie Presents—Ginny Simms | Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 130 | Apr. '33— | Blow Co. Inc., N. Y. |
| Packard Bell Co., Los Angeles | Radio & Phonocords | News Makers | Sunday, 3:45-4:00 P.M. PWT | 5 | Oct. '42—Apr. '44 | Barton A. Stebbins, Los Angeles |
| Parker Watch Co., New York | Watches | These Are Our Men | Saturday, 2:00-2:30 P.M. | 34 | Dec. '44— | Sterling Advertising Agency, N. Y. |
| The Pepsodent Co., Chicago | Toothpaste & Toothbrushes | Bob Hope (eff June '44) Charlotte Greenwood (eff Sept. '44) Bob Hope Graeme Fletcher | Tuesday, 10:00-10:30 P.M. | 128 | Sept. '38— | Foote, Cone & Beiding, Chicago |
| Peter Paul Inc., Oakland, Cal. | Ten Crown Gum & Mounds | Louis P. Loebner (eff Oct. '44) Elmer Peterson | Tues., Thurs., 7:00-7:15 A.M. PWT Fri., Sat., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT (eff Mar. '44) Wed.-Sat., 5:45-6:00 P.M. PWT Fri., Sat., 3:00-3:15 P.M. PWT (eff June '44) Wed.-Sat., 5:45-6:00 P.M. PWT | 7 14 | Oct. '44— May '43— | Brisacher, Van Norden & Staff, San Francisco Raymond R. Morgan Co., Hollywood (eff Feb. '44) Erwin Wassey, San Francisco |
| Prince Matchabelli Inc., New York | Perfumes & Cosmetics | Stradivari Orchestra Under Direction of Paul Lavalle | Sunday, 12:30-1:00 P.M. | 49 | Oct. '43— | Morse International, N. Y. |
| Procter & Gamble Co., Cincinnati | Camay Soap | Pepper Young's Family | Mon.-Fri., 3:30-3:45 P.M. | 81 | June '42— | Pedar & Ryan Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Dreft | Dreft Star Playhouse | Mon.-Fri., 10:45-11:00 A.M. | 50 | June '43—June '44 | Dancer-Fitzgerald-Sample, Chicago |
| Procter & Gamble Co., Cincinnati | Duz | Road of Life | Mon.-Fri., 11:00-11:15 A.M. | 131 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Crisco (eff July '44) Ivory Flakes, White Laundry Soap, Dash | Vic & Sade (eff Oct. '44) Rosemary | Mon.-Fri., 11:15-11:30 A.M. | 84 | June '42— | Compton Adv. Inc., N. Y. (eff July '44) Compton; Pedar & Ryan; Benton & Bowles, N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Flakes (eff July '44) Crisco, Dreft | Brave Tomorrow Star Playhouse | Mon.-Fri., 11:30-11:45 A.M. | 76 | June '42 | Compton Adv. N. Y. Compton Adv. N. Y. Dancer-Fitzgerald-Sample, Chicago |
| Procter & Gamble Co., Cincinnati | Drene | Able's Irish Rose (eff Sept. '44) The Drene Show | Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid. (eff Nov. '44) Thurs., 10:30-11:00 P.M. | 125 140 | Jan. '42 | H. W. Kastor & Sons, Chicago |
| Procter & Gamble Co., Cincinnati | Teel | Gaslight Gayeties | Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid. | 134 | Nov. '44 | The Blow Co., N. Y. |

(Continued on Page 306)

HISTORY

Licensed as
WSB
on
March 15th
1922

PIONEERED
in Dixie

First Newscast
First Church Service
First Farm Program
First Educational
Program
First Sports
Broadcast,

23 Years
of Public Service
which accounts for
the largest and
most loyal audience
in Georgia

The First Choice of
The Listener
The Advertiser
The
Public Servant

Future?
FM and
Television--
whatever new
develops in radio
WSB
will continue to
pioneer!

LEAVES FROM WSB'S NOTEBOOK • 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., National Representatives

THE VOICE OF THE SOUTH

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

BROADCASTING • Broadcast Advertising

WSB 750 KC
ATLANTA

1945 Yearbook Number • Page 305

Advertisers Using NBC Network During 1944

[Continued from Page 304]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|--------------------------|--|---|-----------------|-----------------------------|--|
| Procter & Gamble Co., Cincinnati | Ivory Soap | Right to Happiness | Mon.-Fri., 3:45-4:00 P.M. | 130 | June '42— | Compton Adv. Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Ivory Snow | Woman of America | Mon.-Fri., 3:00-3:15 P.M. | 130 | June '42— | Benton & Bowles Inc., N. Y. |
| Procter & Gamble Co., Cincinnati | Oxydol | Ma Perkins | Mon.-Fri., 3:15-3:30 P.M. | 132 | Dec. '33— | Dancer-Fitzgerald-Sample, Chicago |
| Procter & Gamble Co., Cincinnati | Duz | Truth or Consequences | Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M. | 134 | Aug. '43— | Compton Adv. Inc., N. Y. |
| Pure Oil Co., Chicago | Gas & Oil | H. V. Kaltenborn | Mon.-Fri., 7:45-8:00 P.M. | 37 | May '42— | Leo Burnett Co., Chicago |
| Purina Mills, St. Louis | Purina Foods | Grand Ole 'Opry | Saturday, 7:30-8:00 P.M.; 9:00-9:30 P.M. | 28 | Jan. '43— | Gardner Adv. Co., St. Louis |
| Radio Corporation of America, New York | Institutional | Music America Loves Best | Sunday, 4:30-5:00 P.M. | 122 | Sept. '44— | J. Walter Thompson, N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Camel Cigarettes | Abbott & Costello (eff July '44) Harry Savoy (eff Oct. '44) Abbott & Costello | Thursday, 10:00-10:30 P.M. | 135 | Mar. '43— | William Esty & Co. Inc., N. Y. |
| R. J. Reynolds Tobacco Co., Winston Salem, N. C. | Prince Albert Tobacco | Grand Ole 'Opry | Saturday, 10:30-11:00 P.M. | 133 | Sept. '41— | William Esty & Co. Inc., N. Y. |
| Richfield Oil Corp., Los Angeles | Gas & Oil | Richfield Reporter | Sun.-Fri., 9:30-9:45 P.M. PWT 10:00-10:15 P.M. PWT (eff Feb. '44) Sun.-Fri., 10:00- 10:15 P.M. PWT | 10 13 | Apr. '31— | Hixson-O'Donnell Adv. Inc., Los Angeles |
| St. Louis Post Dispatch, St. Louis | Newspaper | World Series Commentaries | Wed.-Mon. (exc. Sun.) 6:15- 6:30 P.M. | 87 | Oct. 4-Oct. 9, 1944 Only | Direct |
| Schuckl & Co. Inc., Sunnyvale, Calif. | Rancho Soups | Rancho News | Saturday, 10:00-10:15 P.M. PWT | 6 | July '43—July '44— | Erwin-Wasey & Co., San Francisco |
| Schutter Candy Co., Chicago | Candy | Starring Curt Massey | Saturday, 5:45-6:00 P.M.; 6:30-6:45 P.M. | 138 | July '43— | Schwimmer & Scott, Chicago |
| Sealtest Inc., New York | Milk & Ice Cream | Joan Davis with Jack Haley (eff July '44) Edward Everett Horton (eff Sept. '44) Joan Davis with Jack Haley | Thursday, 9:30-10:30 P.M. | 75 | July '40 | McKee & Albright Inc., Philadelphia |
| Sealy Mattress Co., Los Angeles | Mattresses | A Layman's Views of the News | Sunday, 10:00-10:15 A.M. | 6 | Nov. '43— | Alvin Wilder Adv., Los Angeles |
| Seattle Brewing Co., Seattle | Sick's Beer | Sick's Star Final | Saturday, 10:00-10:15 P.M. PWT | 7 | July '44— | Western Agency Inc., Seattle |
| W. A. Sheaffer Pen Co., Fort Madison, Ia. | Pens, Pencils & Scrip | World News Parade (eff Dec. '44) World Parade | Sunday, 3:15-3:30 P.M. (eff Feb. '44) Sun., 3:00-3:30 P.M. | 132 | Sept. '42— | Russel M. Seeds Co. Inc., Chicago |

(Continued on Page 308)

Working Hand in Hand
to deliver Better Results from
Idaho's Prosperous Rural Market!

NBC AFFILIATES

KTFI
TWIN FALLS • IDAHO

REPRESENTED BY
THE WALKER COMPANY
New York • Chicago

HOMER GRIFFITH COMPANY
Hollywood • San Francisco

KSEI
POCATELLO • IDAHO

RESEARCH
DEPT.



*Here are the FACTS
you should know
about*

STATION **WMC** MEMPHIS

- OWNED AND OPERATED BY THE COMMERCIAL APPEAL
- 5000 WATTS DAY AND NIGHT
- N B C NETWORK — THE WORLD'S FINEST!
- OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!
- THE MID-SOUTH'S FAVORITE STATION — (LATEST HOOPER REPORTS)
- COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE
- NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY



*"No wonder it's the station that
MOST people listen to MOST
in the Mid-South!"*

Advertisers Using NBC Network During 1944

[Continued from Page 306]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contract | Agency & City |
|---|---|--|---|-----------------|----------------------|---|
| Skelly Oil Co., Kansas City, Mo. | Petroleum Products | Alex Dreier | Mon.-Sat., 8:00-8:15 A.M. | 24 | Sept. '42— | Henri, Hurst & McDonald Inc., Chicago |
| Southern Cotton Oil Co., San Francisco | Wesson Oil & Snowdrift | Noah Webster Says | Mon., 9:30-10:00 P.M. PWT | 7 | Oct. '44— | Fitzgerald Adv. Agency, Inc., New Orleans |
| Southern Spring Bed Co., Atlanta | Beds & Bedding | Robert St. John | Tues., Thurs., 9:45-10:00 A.M. (eff Feb. '44) Tues., Thurs., 10:15-10:30 A.M. (eff May '44) Thurs., 10:15-10:30 A.M. (eff Aug. '44) Tues., Thurs., 10:15-10:30 A.M. (eff Nov. '44) Thurs., 10:15-10:30 A.M. | 20 | Aug. '43— | Tucker Wayne Co., Inc., Atlanta, Ga. |
| A. G. Spalding & Bros., New York | Sporting Goods | Here's Babe Ruth | Saturday, 10:30-10:45 A.M. | 140 | July '44-Oct. '44 | Ferry Hanley Co., N. Y. |
| Sperry Flour Co., San Francisco | Drifted Snow Flour (eff July '44) Pancake & Waffles Flour | Sam Hayes (eff Oct. '44) Buddy Twiss (eff Nov. '44) Sam Hayes | Mon.-Sat., 7:45-8:00 A.M. PWT | 6 | Jan. '40— | Knox Reeves Adv. Inc., San Francisco |
| Sperry Flour Co., San Francisco | Cereals & Flour (eff July '44) Pancake & Waffle Flour | Dr. Kate | Mon.-Fri., 4:00-4:15 P.M. PWT | 8 | May '38— | Knox Reeves Adv. Inc., San Francisco |
| Standard Brands Inc., New York | Chase & Sanborn Coffee & Stams | Charlie McCarthy (eff June '44) Gracie Fields (eff Sept. '44) Charlie McCarthy | Sunday, 8:00-8:30 P.M. | 135 | Mar. '40— | J. Walter Thompson Co., N. Y. |
| Standard Brands Inc., New York | Yeast | One Man's Family | Sunday, 8:30-9:00 P.M. | 131 | June '40— | Kenyon & Eckhardt Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard School Broadcast | Thursday, 10:00-10:30 A.M. PWT | 18 | Oct. '42— | BBDO Inc., N. Y. |
| Standard Oil of California, San Francisco | Petroleum Products | The Standard Hour | Sunday, 8:30-9:30 P.M. PWT | 14 | Sept. '42— | BBDO Inc., N. Y. |
| Sterling Products, Inc., N. Y. | Haleys' M-O, Dr. Lyons Toothpowder | Backstage Wife | Mon.-Fri., 4:00-4:15 P.M. | 138 | Sept. '36— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Phillips Creams, Phillips Milk of Magnesia and Tablets | Stella Dallas | Mon.-Fri., 4:15-4:30 P.M. | 138 | Sept. '42— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Dr. Lyons Toothpowder, Bayer Aspirin, Phillips Creams | Lorenzo Jones | Mon.-Fri., 4:30-4:45 P.M. | 138 | Nov. '39— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Phillips Milk of Magnesia & Tablets, Haleys' M-O, Phillips Milk of Magnesia Toothpaste & Powder | Young Widder Brown | Mon.-Fri., 4:45-5:00 P.M. | 138 | Jan. '40— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Bayer Aspirin | American Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 138 | Oct. '31— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Dr. Lyons Toothpowder | Manhattan Merry-Go-Round | Sunday, 9:00-9:30 P.M. | 135 | Nov. '32— | Dancer-Fitzgerald-Sample, N. Y. |
| Sterling Products, Inc., N. Y. | Phillips Milk of Magnesia | Waltztime | Friday, 9:00-9:30 P.M. | 138 | Sept. '33— | Dancer-Fitzgerald-Sample, N. Y. |
| Sun Oil Co., Philadelphia | Gas & Oil | Lowell Thomas | Mon.-Fri., 6:45-7:00 P.M. | 29 | Jan. '44— | Roche, Williams & Cleary, Philadelphia |
| Tillamook County Creamery Assoc., Tillamook, Ore. | Cheese | Bennie Walker's Tillamook Kitchen | Friday, 10:00-10:15 A.M. | 6 | Oct. '41— | Botsford, Constantine & Gardner, Portland, Ore. |
| Time Inc., New York | Publications | The March of Time | Thursday, 10:30-11:00 P.M. | 51 | Aug. '43-Nov. '44 | Young & Rubicam Inc., N. Y. |
| Union Pacific Railroad, Omaha, Neb. | Institutional | Your America | Saturday, 5:00-5:30 P.M. | 46 | Jan. '44-Sept. '44 | The Caples Company, Chicago |
| Vick Chemical Co., New York | Vitamin Plus Capsules | Dr. I Q | Monday, 9:30-10:00 P.M. | 129 | Apr. '42-Apr. '44 | Grant Adv. Inc., N. Y. |
| Washington Cooperative Egg & Poultry Assoc., Seattle, Wash. | Eggs & Poultry | Chuck Collins | Sunday, 10:15-10:30 A.M. PWT | 13 | Dec. '44— | Pacific National Adv. Agency, Seattle |
| Wesson Oil & Snowdrift Sales Co. Inc., San Francisco | Salad Oil | Hawthorne House | Monday, 9:30-10:00 P.M. PWT | 6 | Sept. '41-Oct. '44 | Fitzgerald Adv. Agency Inc., New Orleans |
| West Coast Soap Co., Oakland, Cal. | Powow Cleanser | Opportunity Theatre | Saturday, 11:00-11:30 A.M. PWT | 7 | Aug. '44— | Brisacher Van Norden & Staff, S. F. |
| Westinghouse Mfg. Co., Pittsburgh | Institutional | Westinghouse Program | Sunday, 2:30-3:00 P.M. | 137 | Jan. '43— | Young & Rubicam Inc., N. Y. (eff Feb. '44) McCann-Erickson, N. Y. |

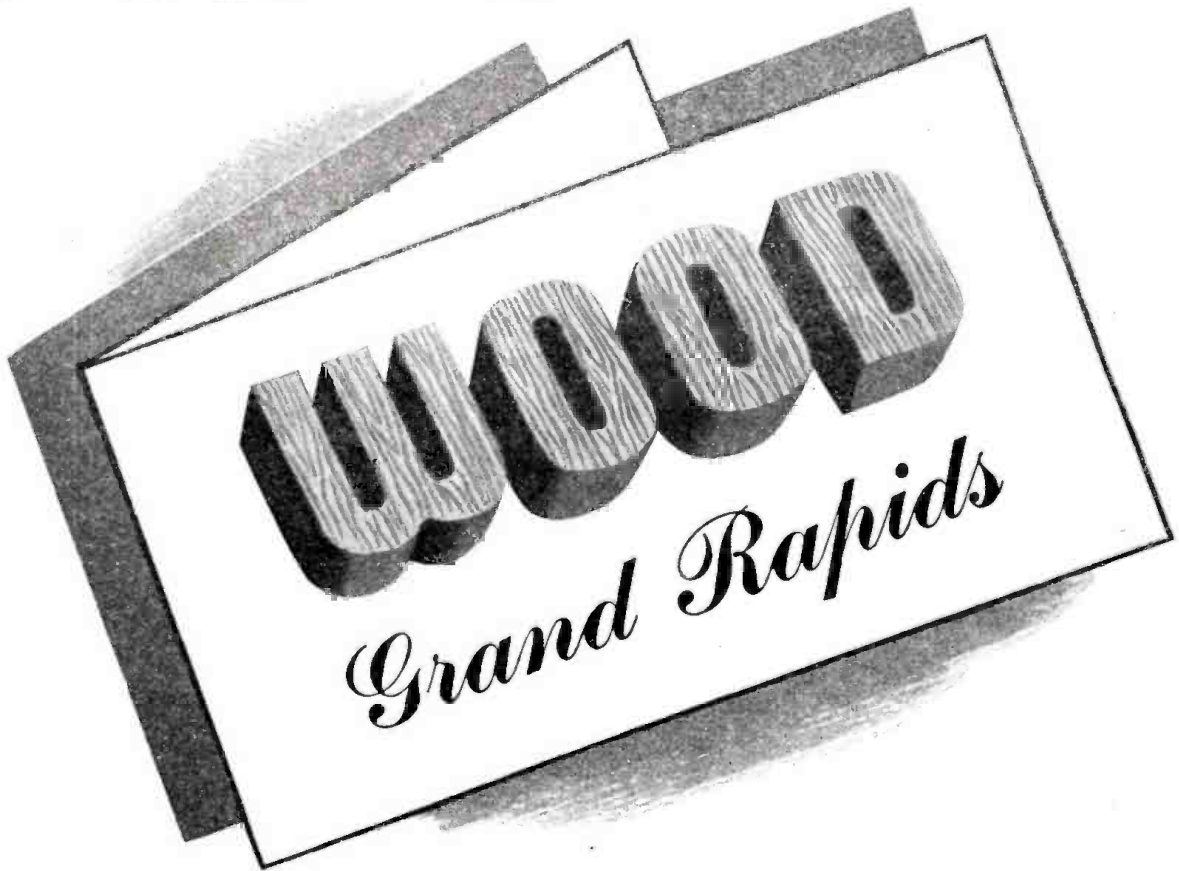
Michigan's Most Powerful Independent Station

W-CAR

Pontiac

NBC

*for
Western
Michigan*



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*

PAUL H. RAYMER CO. • SALES REPRESENTATIVES

Advertisers Using Canadian Broadcasting Corp. Networks During 1944

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contracts | Agency & City |
|--|---|------------------------------|--|-----------------|--|--|
| British Columbia Electric Company, Vancouver | Institutional | Now It Can Be Told | Thursday, 11:30-12:00 Mid. | 3 | Sept. 28, '44— | Stewart-Lovick, Ltd., Vancouver, B. C. |
| Borden Company Ltd., Toronto | Milk, Ice Cream | Canadian Cavalcade | Thursday, 9:30-10:00 P.M. | 34 | Apr. 6-June 15, '44 Sept. 7-Dec. 28, '44 | Young & Rubicam, Ltd., Toronto |
| British American Oil Co. Ltd., Toronto | B. A. Products | Fighting Navy | Thursday, 9:30-10:00 P.M. | 32 | Jan. 6-June 15, '44 Sept. 7-Dec. 28, '44 | J. Walter Thompson Co. Ltd., Toronto |
| British American Oil Co. Ltd., Toronto | B. A. Products | Les Gars de la Marine | Sunday, 7:30-8:00 P.M. | 4 | July 9-Dec. 31, '44 | J. Walter Thompson Co. Ltd., Toronto |
| Campbell Soup Co. Ltd., New Toronto | Campbell Soups | Jeunesse Doree | Mon.-Fri., 12:00-12:15 P.M. | 3 | Jan. 8-Dec. 26, '44 | Cockfield, Brown & Co. Ltd., Toronto |
| Campbell Soup Co. Ltd., New Toronto | Campbell Soups | Jack Carson | Wednesday, 12:00-12:30 P.M. | 28 | Nov. 15, '44— | Cockfield, Brown & Co., Toronto |
| Campbell Soup Co. Ltd., New Toronto | Campbell Soups | Radio Reader's Digest | Sunday, 9:00-9:30 P.M. | 29 | Sept. 10, '44— | Ward, Wheelock Co., Philadelphia |
| Canadian Ironized Yeast Co. (1939) Ltd., Windsor | Ironized Yeast | Big Town | Tuesday, 8:00-8:30 P.M. | 32 | Jan. 4-Dec. 26, '44 | Pedlar, Ryan & Lusk, New York |
| Canadian Ironized Yeast Co. (1939) Ltd., Windsor | Ironized Yeast | Les Secrets du Dr. Morhanges | Tuesday, 8:00-8:30 P.M. | 6 | Jan. 4-Dec. 26, '44 | Ruthrauff & Ryan, Inc., N. Y. |
| Canadian Marconi Co., Montreal | Institutional | L for Lanky | Sunday, 7:30-8:00 P.M. | 45 | Feb. 6-May 28, '44 Sept. 17-Dec. 31, '44 | Cockfield, Brown & Co. Ltd., Toronto |
| Canadian National Carbon Co., Toronto | Batteries | Les Alouettes Eveready | Saturday, 1:00-1:15 P.M. | 10 | Feb. 19-June 24, '44 Aug. 19-Dec. 30, '44 | Locke, Johnson & Co., Toronto |
| Carnation Co. Ltd., Toronto | Carnation Milk | Le Quart d'Heure de Detente | Tues. and Thurs., 10:45-11:00 A.M. | 4 | Jan. 4-Dec. 28, '44 | Baker Advertising Agency, Toronto |
| Coca Cola Co. of Canada Ltd., Toronto | Coca Cola | Victory Parade | Mon. and Fri., 8:00-8:30 P.M. | 36 | Jan. 3-Dec. 29, '44 | D'Arcy Advertising Agency, Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Princess Soap Flakes | Happy Gang | Mon. to Fri., 1:15-1:45 P.M. | 33 | Jan. 3-June 30, '44 and Sept. 4-Dec. 29, '44 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | Musical Mail Box | Friday, 8:30-9:00 P.M. | 33 | Jan. 7-June 30, '44 and Oct. 6-Dec. 29, '44 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Shave Cream Cue Dentrifrice | Share the Wealth | Saturday, 8:30-9:00 P. M. and 11:30-12:00 Mid. | 32 | Jan. 1-June 24, '44 and Sept. 9-Dec. 30, '44 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Cashmere Bouquet Products | La Mine d'Or | Tuesday, 8:30-9:00 P.M. | 4 | Jan. 4-June 27, '44 and Oct. 9-Dec. 26, '44 | Spitzer & Mills, Ltd., Toronto |
| Colgate-Palmolive-Peet Co. Ltd., Toronto | Palmolive Soap Colgate-Tooth Paste Halo Shampoo | Les Joyeux Troubadours | Mon. to Fri., 11:30-12:00 Noon | 5 | Jan. 3-June 30, '44 and Sept. 11-Dec. 29, '44 | Spitzer & Mills, Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Star Show | Wednesday, 8:30-9:30 P.M. | 71 | Apr. 12-May 10, '44 | MacLaren Advertising Co. Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Le 'Heure de la Victoire | Thursday, 8:00-9:00 P.M. | 14 | Apr. 13-May 11, '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Talks | Sun. thru Sat., 7:55-8:00 P.M. | 12 | Apr. 17-May 10, '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Sunday, 8:30-9:00 P.M.; 10:00-10:30 P.M. | 75 | Oct. 8-Nov. 5, '44 | MacLaren Advertising Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Tuesday, 8:30-9:00 P.M. and 10:30-11:00 P.M. | 75 | Oct. 10-31, '44 | MacLaren Advertising Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Wednesday, 8:30-9:30 P.M. and 10:30-11:30 P.M. | 75 | Oct. 18-Nov. 8, '44 | MacLaren Advertising Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Friday, 9:00-9:30 P.M. and 10:30-11:00 P.M. | 75 | Oct. 13-Nov. 3, '44 | MacLaren Advertising Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Sun. and Thurs., 8:00-9:00 P.M. | 14 | Oct. 19-Nov. 9, '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Monday, 8:30-9:00 P.M. | 14 | Oct. 9-Nov. 6, '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | Victory Loan Broadcasts | Friday, 9:30-10:00 P.M. | 14 | Oct. 13-Nov. 10, '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | They Tell Me | Mon. to Fri., 1:45-2:00 P.M. | 70 | Jan.-June 23, '44 | J. Walter Thompson Co. Ltd., Toronto |
| Dominion Government Dept. of Finance | Victory Bonds and Stamps | La Metairie Rancourt | Mon. to Fri., 11:15-11:30 A.M. | 14 | Jan.-Dec. '44 | Canadian Advertising Agency, Montreal |
| Dominion Government Wartime Prices & Trade Board | Government Wartime Regulations | Soldier's Wife | Mon. to Fri., 11:30-11:45 A. M. 12:30-12:45 P.M.; 2:30-2:45 P.M. | 49 | Jan.-Dec. '44 | MacLaren Advertising Co. Ltd., Toronto |
| Department of National Defence | Government Wartime Regulations | Le Pere Jovial | Mon. to Thurs., 6:00-6:15 P.M. | 14 | June 26-Sept. 29, '44 | Vickers & Benson, Ltd., Montreal |
| War Information Board | Government Wartime Regulations | In the Spotlight | Sunday, 7:30-8:00 P.M. | 54 | June 4-Aug. 27, '44 | Cockfield, Brown & Co. Ltd., Toronto |
| War Information Board | Government Wartime Regulations | Pourquoi | Thursday, 8:00-8:30 P.M. | 13 | June 22-Sept. 14, '44 | A. McKim, Ltd., Montreal |
| Delaware Lackawanna Coal Co. | Blue Coal | The Shadow | Sunday, 5:30-6:00 P.M. | 10 | Sept. 24, '44— | Vickers & Benson, Ltd., Toronto |
| Electro Auto Lite, Toronto | Batteries | Everything for the Boys | Tuesday, 7:30-8:00 P.M. | 16 | Jan.-Dec. '44 | Ruthrauff & Ryan, Inc., N. Y. |
| General Foods Ltd., Toronto | Grapenuts Flakes Baker's Cocoa | Jack Benny | Sunday, 7:00-7:30 P.M. | 27 | Jan. 2-June 4, '44 | Baker Advertising Agency, Toronto |
| General Foods Ltd., Toronto | Post Bran Flakes Postum | Aldrich Family | Thursday, 8:30-9:00 P.M. | 28 | Jan. 6-July 13, '44 | Baker Advertising Agency, Toronto |

Advertisers Using Canadian Broadcasting Corp. Networks During 1944

| Sponsor | Product | Program | Time | No of Stations | Duration of Contract | Agency & City |
|---|--|--|---|----------------|--|---|
| General Foods Ltd., Toronto | Grape Nuts Post's Bran Flakes Postum | Aldrich Family | Friday, 8:00-8:30 P.M. | 29 | Sept. 1, '44— | Baker Advertising Agency, Toronto |
| General Foods Ltd., Toronto | Maxwell House Coffee | Frank Morgan | Thursday, 8:00-8:30 P.M. | 26 | Aug. 31, '44— | Baker Advertising Agency, Toronto |
| General Foods Ltd., Toronto | Grape Nuts Post's Bran Flakes Postum | Thin Man | Friday, 8:30-8:55 P.M. | 29 | Sept. 15, '44— | Baker Advertising Agency, Toronto |
| General Foods Ltd., Toronto | Grape Nuts Post's Bran Flakes Postum | Scrapbook of Stories That Are Different | Friday, 8:55-9:00 P.M. | 29 | Sept. 15, '44— | Baker Advertising Agency, Toronto |
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades Razors | Boxing Bouts | Friday, 10:00-10:30 P.M. | 37 | Jan.-Dec. '44 | Maxon, Inc., N. Y. |
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades Razors | World Series | 2:45 P.M. to conclusion | 59 | Oct. 4, 5, 6, 7, 8 and 9, '44 | Maxon, Inc., N. Y. |
| Gillette Safety Razor Co. of Canada Ltd., Montreal | Blue Blades Razors | All Star Baseball | Tuesday, 9:00 P.M. to conclusion | 22 | July 11, '44 | Maxon, Inc., N. Y. |
| Gillette Safety Razor Co. of Canada, Montreal | Blue Blades | Kentucky Derby | Saturday, 6:00-6:30 P.M. | 29 | May 6, '44 | Maxon Inc., N. Y. |
| L. O. Grothe Ltd., Montreal | Tobacco | Melodies Masquees | Tues. and Thurs., 7:45- 8:00 P.M. | 10 | Jan.-Mar. '44 | Canadian Advertising Agency, Montreal |
| H. J. Heinz Co., Toronto | Heinz Products | Information Please | Monday, 9:30-10:00 P.M. | 23 | Jan.-Dec. '44 | MacLaren Advertising Co. Ltd., Toronto |
| Hohbs Glass, Toronto | Glass | Fred Waring | Thursday, 7:00-7:30 P.M. | 9 | Oct.-Nov. '44 | J. Walter Thompson Co. Ltd., Toronto |
| Houde Grothe Ltd., Montreal | Tobacco | Program Alouette | Saturday, 7:30-8:00 P.M. | 10 | Jan.-Apr. '44 | Canadian Advertising Agency, Montreal |
| Houde Grothe Ltd., Montreal | Tobacco | Les Soirees Canadiennes | Mon., Wed., Fri., 7:30-7:45 P.M. | 10 | Oct. 2, '44— | Whitehall Broadcasting, Montreal |
| Hudson Bay Co., Winnipeg | Raw Fur Buying | Red River Barn Dance | Saturday, 11:00-11:30 P.M. | 7 | Oct. 28-Dec. '44 | Cockfield, Brown & Co. Ltd., Winnipeg |
| Imperial Oil Ltd., Toronto | Imperial Oil Products | NHL Hockey | Saturday, 9:05-10:30 P.M. | 40 | Jan.-Mar. '44 Oct.-Dec. '44 | MacLaren Advertising Co. Ltd., Toronto |
| Imperial Tobacco Co., Montreal | Cigarettes | Light Up and Listen | Thursday, 10:00-10:30 P.M. | 25 | Apr. 6-Dec. 28, '44 | Whitehall Broadcasting Ltd., Montreal |
| International Silver Co., Hamilton | Silverware | Ozzie and Harriet | Sunday, 6:00-6:30 P.M. | 24 | Oct. 8, '44— | Young & Rubicam, Ltd., Toronto |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax and Car-Nu | Fibber McGee and Moly | Tuesday, 9:00-9:30 P.M. | 32 | Jan.-June '44 Oct.-Dec. '44 | Needham Louis & Brorby, Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax and Car-Nu | Words at War | Tuesday, 9:00-9:30 P.M. | 32 | June 27-Sept. 19, '44 | Needham, Louis & Brorby, Inc., Chicago |
| S. C. Johnson & Son Ltd., Brantford | Johnson's Wax and Car-Nu | Pierre Guerin | Mon., Wed., Fri., 10:45- 11:00 A.M. | 4 | Jan. 3-Dec. 29, '44 | Vickers & Benson, Ltd., Montreal |
| Kelly Douglas & Co., Vancouver | Nabob Coffee, Baking Powder, Spices | Harmony House | Monday, 11:30-12:00 Mid. | 15 | Jan.-June '44 Sept. 11— | Stewart Lovick Ltd., Vancouver |
| Kraft Cheese Co., Toronto | Kraft Cheese Salad Dressing | Kraft Music Hall | Thursday, 9:00-9:30 P.M. | 29 | Jan. 6-Dec. 28, '44 | J. Walter Thompson Co. Ltd., Montreal |
| Lamont Coriias & Co. Ltd., Toronto | Ponds Creams | John and Judy | Tuesday, 9:00-9:30 P.M. | 30 | Jan. 4-June 20, '44 Sept. 19-Dec. 26, '44 | J. Walter Thompson Co. Ltd., Toronto |
| Lehn & Fink (Canada) Ltd. | Hinds Honey and Almond Cream | Blind Date | Monday, 8:30-9:00 P.M. | 18 | Sept. 11, '44— | Spitzer & Mills Ltd., Toronto |
| Lever Brothers Ltd., Toronto | Rinso | Big Sister | Mon. to Fri., 12:15-12:30 P.M. | 32 | Jan. 3-Dec. 29, '44 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Rinso | Grande Soeur | Mon. to Fri., 11:00-11:15 A.M. | 6 | Jan. 3-Dec. 29, '44 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Lucy Linton's Stories From Life | Mon. to Fri., 11:45-12:00 Noon; 12:30-12:45 P.M. | 33 | Jan. 3-Dec. 29, '44 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Sunlight Soap | Vers le Soleil avec Tante Lucie | Mon. to Fri., 1:30-1:45 P.M. | 6 | Jan. 3-Dec. 29, '44 | Ruthrauff & Ryan, Inc., N. Y. |
| Lever Brothers Ltd., Toronto | Lux Soap | Lux Radio Theatre | Monday, 9:00-10:00 P.M. | 32 | Jan.-July '44 Sept.-Dec. '44 | J. Walter Thompson Co. Ltd., Toronto |
| Lipton's J. Lipton Ltd., Toronto | Tea and Soup | Lipton's Tea Musicale | Sunday, 6:00-6:30 P.M. | 10 | Jan.-Mar. '44 | Vickers & Benson Ltd., Toronto |
| Lipton's J. Lipton Ltd., Toronto | Tea and Soup | Town and Country | Tuesday, 8:00-8:30 P.M. | 24 | Jan. 18-May 30, '44 | Vickers & Benson, Ltd., Toronto |
| Lipton's J. Lipton Ltd., Toronto | Tea and Soup | Liptonaires | Mon. to Fri., 4:30-4:45 P.M.; 4:00-4:15 P.M. | 30 28 | Jan.-June '44 Oct. '44— | Vickers & Benson Ltd., Toronto |
| Lipton's J. Lipton Ltd., Toronto | Tea and Soup | Les Liptonaires | Mon. to Fri., 1:45-2:00 P.M. | 10 | Oct. '44— | Vickers & Benson Ltd., Montreal |
| Maple Leaf Milling Co., Toronto | Red River Cereal | Jolly Miller Time | Saturday, 8:00-8:30 P.M. Wednesday, 8:00-8:30 P.M. and 11:30-12:00 P.M. | 32 28 | Jan.-Apr. '44 Oct. '44— | Cockfield, Brown & Co. Ltd., Toronto |
| Maple Leaf Milling Co., Toronto | Cereal and Flour | Colette et Roland | Tues. and Thurs., 2:00- 2:15 P.M. | 4 | Oct. 10, '44— | Cockfield, Brown & Co., Ltd. Toronto |
| McCull Frontenac Oil Co., Montreal | McCull-Frontenac Products | Metropolitan Opera | Saturday, 2:00-5:00 P.M. | 34 | Dec. '43-Mar. '44 | Ronalds Advertising, Agency, Montreal |
| McCull-Frontenac Oil Co., Montreal | McCull-Frontenac Products | Star Theatre | Sunday, 9:30-10:00 P.M. | 25 | Jan.-June '44 Sept. '44— | Ronalds Advertising, Agency, Montreal |
| McCull-Frontenac Oil Co., Montreal | McCull-Frontenac Products | Les Trois Mousquetaires | Sunday, 9:00-9:30 P.M. | 10 | May-Oct. '44 | Ronalds Advertising Agency, Montreal |
| McCull Frontenac Oil Co., Montreal | McCull-Frontenac Products | Joe Badeloque | Sunday, 9:00-9:30 P.M. | 10 | Oct. '44— | Ronalds Advertising Agency, Montreal |

(Continued on Page 312)

Advertisers Using Canadian Broadcasting Corp. Networks During 1944

[Continued from Page 311]

| Sponsor | Product | Program | Time | No. of Stations | Duration of Contracts | Agency & City |
|---|--|-----------------------------|---|-----------------|---------------------------------|---|
| McGavin Bakeries, Vancouver | Bread and Cakes | Operetta Time | Friday, 11:30-12:00 Mid. | 11 | Sept.-Dec. '44 | Cockfield, Brown & Co. Ltd., Vancouver |
| Mireille Inc., Montreal | Beauty Products | Mireille Program | Tues. and Fri., 1:45-2:00 P.M. | 10 | Jan.-Feb. '44 | No Agency |
| Philco Corp. of Canada Ltd., Toronto | Radios | Hall of Fame | Sunday, 6:00-7:00 P.M. | 28 | Jan.-Dec. '44 | Hutchins Advertising Co., Philadelphia |
| Pepsodent Co., Toronto | Toothpaste | Bob Hope | Tuesday, 10:00-10:30 P.M. | 23 | Jan.-June '44 Sept.-Dec. '44 | Spitzer & Mills Ltd., Toronto |
| Procter & Gamble Co., Toronto | Ivory Snow, Crisco | Woman of America | Mon. to Fri., 3:00-3:15 P.M. | 25 | Jan.-Dec. '44 | Benton & Bowles, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol | Ma Perkins | Mon. to Fri., 3:15-3:30 P.M. | 25 | Jan.-Dec. '44 | Dancer-Fitzgerald & Sample, Chicago |
| Procter & Gamble Co., Toronto | Camay and Chipso | Pepper Young's Family | Mon. to Fri., 3:30-3:45 P.M. | 25 | Jan.-Dec. '44 | Pedlar & Ryan & Lusk, N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar and Oxydol | Road of Life | Mon. to Fri., 11:00-11:15 A.M. | 25 | Jan.-Dec. '44 | Compton Advertising Inc., N. Y. |
| Procter & Gamble Co., Toronto | Ivory Bar | Right to Happiness | Mon. to Fri., 3:45-4:00 P.M. | 7 | July '44— | Compton Advertising Inc., N. Y. |
| Procter & Gamble Co., Toronto | P & G Laundry Soap | Right to Happiness | Mon. to Fri., 3:45-4:00 P.M. | 16 | Jan.-Dec. '44 | Benton & Bowles, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Chipso | Vie de Famille | Mon. to Fri., 10:30-10:45 A.M. | 3 | Jan.-Dec. '44 | Pedlar & Ryan, Inc., N. Y. |
| Procter & Gamble Co., Toronto | Barsalou | Quelles Nouvelles | Mon. to Fri., 12:15-12:30 P.M. | 3 | Jan.-Dec. '44 | Compton Advertising Inc., N. Y. |
| Procter & Gamble Co., Toronto | Oxydol | La Rue Principale | Mon. to Fri., 1:00-1:15 P.M. | 3 | Jan.-Dec. '44 | Dancer-Fitzgerald & Sample, Chicago |
| Procter & Gamble Co., Toronto | Ivory Bar | Metropole | Mon. to Fri., 7:15-7:30 P.M. | 3 | Jan.-Dec. '44 | Compton Advertising Inc., N. Y. |
| Quaker Oats Co., Toronto | Quaker Oats | Brewster Boy | Friday, 9:30-10:00 P.M. | 20 | Jan.-Dec. '44 | Spitzer & Mills Ltd., Toronto |
| Radiomonde, Montreal | Radio Weekly | Le Moulin de la Chanson | Wed. and Fri., 1:45-2:00 P.M. | 3 | Jan.-Dec. '44 | No Agency |
| RCA Victor Co., Montreal | Goodwill | Voice of Victor | Thursday, 8:00-8:30 P.M.; 8:30-9:00 P.M. | 32 24 | Jan.-Apr. '44 Sept. '44— | Spitzer & Mills Ltd., Toronto |
| Robin Hood Flour Mills Ltd., Toronto | Flour | Claire Wallace—They Tell Me | Mon., Wed., Fri., 1:45-2:00 P.M. | 33 | Oct. 4, '44— | Young & Rubicam, Ltd., Toronto |
| Robin Hood Flour Mills Ltd., Toronto | Flour | Tommy Duchesne | Tues. and Thurs., 7:30-7:45 P.M. | 8 | Nov. 21, '44— | Young & Rubicam, Ltd., Montreal |
| Robert Simpson Co. Ltd., Toronto | Institutional | Christmas Carols | Mon. to Sat., 9:10-9:30 A.M. | 10 | Dec. 18-Dec. 23, '44 | Locke, Johnson & Co. Ltd., Toronto |
| St. Lawrence Starch Co. Ltd., Port Credit | Beehive Corn Syrup | Wes McKnight | Saturday, 7:00-7:15 P.M. | 43 23 | Jan.-Mar. '44 Oct. '44— | McConnell, Eastman & Co. Ltd., Toronto |
| Standard Brands Ltd., Montreal | Chase & Sanborn Coffee, Tenderleaf Tea | Chase & Sanborn | Sunday, 8:00-8:30 P.M. | 36 | Jan. 2-Dec. 31, '44 | J. Walter Thompson Co. Ltd., Montreal |
| Sterling Drug Inc., Windsor | Phillips Milk of Magnesia | Waltz Time | Friday, 9:00-9:30 P.M. | 36 | Jan. -Dec. '44 | Dancer-Fitzgerald & Sample, N. Y. |
| Sterling Drug Inc., Windsor | Bayer Aspirin | Album of Familiar Music | Sunday, 9:30-10:00 P.M. | 35 | Jan.-Dec. '44 | Dancer-Fitzgerald & Sample, N. Y. |
| Supertest Petroleum Corp. Ltd., Toronto | Petroleum Products | Command Performance | Monday, 8:00-8:30 P.M. | 14 | Nov. 6, '44— | Harry E. Foster Agency, Ltd., Toronto |
| Swift Canadian Co. Ltd., Toronto | Meat | Breakfast Club | Mon. to Fri., 9:30-9:45 A. M. and 11:30-11:45 A.M. | 38 | Oct. 30, '44— | J. Walter Thompson Co. Ltd., Toronto |
| Swift Canadian Co. Ltd., Toronto | Meat | Courier Confidences | Mon. Wed., Fri., 10:15-10:30 A.M. | 3 | Nov. 6, '44— | J. Walter Thompson Co. Ltd., Toronto |
| Tucketts Ltd., Hamilton | Buckingham Cigarettes | Alan Young | Tuesday, 8:30-9:00 P.M. | 44 | Jan.-June '44 | MacLaren Advertising Co. Ltd., Toronto |
| Tip Top Tailors Ltd., Toronto | Clothes | Riches to Rhythm | Monday, 8:30-9:00 P.M. | 29 | Feb.-May '44 | McConnell, Eastman & Co. Ltd., Toronto |
| Tip Top Tailors Ltd., Toronto | Clothes | Music for Canadians | Sunday, 8:30-9:00 P.M. | 35 | Oct. 1, '44— | McConnell Eastman & Co. Ltd., Toronto |
| Tucketts Ltd., Hamilton | Cigarettes | Curtain Time | Wednesday, 9:30-10:00 P.M. | 30 | Sept. 13, '44— | MacLaren Advertising Co. Ltd., Toronto |
| Underwood-Elliott-Fisher Ltd., Toronto | Typewriters | Ernest Seitz | Sunday, 1:30-2:00 P.M. | 11 | Oct. 15, '44— | J. J. Gibbons Ltd., Toronto |
| Union Oil Ltd., Vancouver | Petroleum Products | Grand Old Songs | Wednesday, 11:30-12:00 Mid. | 5 | Mar. 1-Dec. '44 | Stewart-Lovick Ltd., Vancouver |
| Viau Limited, Montreal | Viau Biscuits | Fantaisies Musicales | Tues. and Thurs., 7:45-8:00 P.M. | 3 | Nov. 14, '44— | Canadian Advertising Agency, Ltd Montreal |
| Wm. Wrigley Jr. Co. Ltd., Toronto | Gum | Treasure Trail | Tuesday, 10:30-11:00 P.M. | 10 | Jan.-Dec. '44 | Jack Murray Ltd., Toronto |
| York Knitting Mills Ltd. | Institutional | Singing Stars of Tomorrow | Sunday, 5:08-5:30 P.M.; 5:30-6:00 P.M. | 29 25 | Jan.-May '44 Nov. 5, '44— | Cockfield, Brown & Co. Ltd., Toronto |

For Canadian radio and marketing information contact—

Adam J. Young INCORPORATED

NEW YORK

CHICAGO

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 stationary will bring a sample transcription at no cost to you.

DRAMA

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.

REPORTED MISSING...

A tested and proven ½ hour, once-a-week show. Full of heart-throbs and the sympathetic interest that encompasses broken lives, separated families, and the drama of "life in the raw"

ADVENTURE

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.

SPORTS

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.

MYSTERY

MR. FIXIT... A ½ hour, once-a-week super detective thriller. This great mystery series is written by Frederick C. Davis, one of the most prolific of modern fiction writers. MR. FIXIT is a hair raising series of plots woven around unique characterizations and amazingly actual situations.

DAYTIME STRIP

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.

Inquire About Our Many Other Transcribed Shows!

UNIVERSAL RADIO PRODUCTIONS

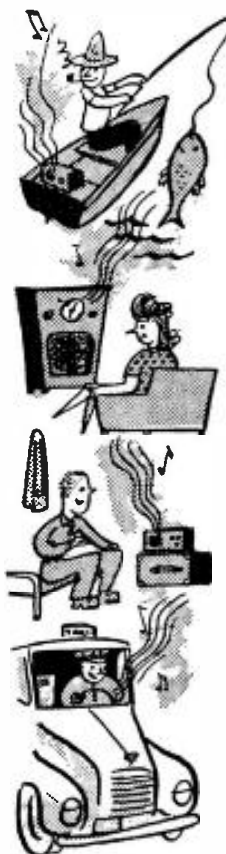
8851-53 BEVERLY BOULEVARD • HOLLYWOOD 36, CALIFORNIA • TELEPHONE CRESTVIEW 1-5275

430 N MICHIGAN AVENUE • CHICAGO 11, ILLINOIS • TELEPHONE SUPERIOR 3933

BROADCASTING • Broadcast Advertising



Fulton Lewis, Jr.



*America's
Most
Listened-to
News
Reporter**

Currently heard on over 240 Mutual Stations with more than 130 sponsors. A few cities available for cooperative sponsorship. Call, wire, write: Wm. B. Dolph, Barr Bldg., Washington, D. C.

**and most "sellable"*

ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Directory of Transcription, Recording, Program Producing, Script, Talent and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined.
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|---|--|---|---|---|
| John Adaskin Productions | Toronto | 67 Yonge St. | Elgin 9296 | John Adaskin | Production, scripts, talent |
| Advance Television Pictures Service Inc. | New York 18 | 729 7th Ave. | Bryant 9-5600 | Charles A. Alicoate | Production of live and film programs for television, film library |
| Advertisers Recording Service Inc. | New York | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Production, recording |
| Nicholas T. Agneta | New York 20 | 9 Rockefeller Plaza | Columbus 5-2142 | Nicholas T. Agneta | Production, talent |
| Air Features Inc. | New York 17 | 247 Park Ave. | Wickersham 2-2700 | J. E. Sauter | Production |
| Alton Alexander Productions | New York 20 | Radio City | Columbus 5-7035 | Leo Corday | Production |
| Norman Alexandroff & Co. | Chicago 5 | 410 S. Michigan Ave. | Wabash 6762 | Norman Alexandroff | Production |
| All-Canada Radio Facilities Ltd. | Calgary Montreal Toronto Winnipeg Vancouver Ottawa | Southam Bldg. Dominion Square Bldg. Victory Bldg. Electric Ry. Chambers 198 W. Hastings St. Parliament Bldgs. | M-7691 Lancaster 6400 Elgin 2464 96-861 Marine 9542 9-2129 | H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin James Allard | Transcriptions, production |
| All-Star Radio Productions | Hollywood 28 | Taft Bldg. | Granite 4975 | Myron Fox | Packaged shows, transcriptions |
| Charles H. Allen Agency | New York | 1270 Sixth Ave. | Circle 7-4124 | Charles H. Allen | Talent, script |
| Allied Record Mfg. Co. | Los Angeles 38 | 1041 N. Las Palmas Ave. | Hollywood 5107 | Louis I. Goldberg | Transcription processing, phonograph records, apparatus |
| American Broadcasting Co. | Seattle | University Bldg. | Elliot 7055 | John Milton | Production, transcriptions |
| American Foundation for the Blind | New York 11 | 15 West 16th St. | Chelsea 3-2825 | J. O. Kleber | "Talking Book" records and machines |
| American Institute of Food Products | New York 22 | 509 Madison Ave. | Plaza 3-7146 | Robert A. Bories | Production |
| American Jewish Broadcasting Co. | New York 7 | 270 Broadway | Worth 2-3322 | Herman Youngleb | Jewish programs |
| American Radio Service | New York 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Horton Hands | Scripts |
| American Recording Artists | Hollywood 48 New York 20 | 686 N. Robertson Blvd. 30 Rockefeller Plaza | Bradshaw 2-4388 Columbus 5-7031 | Josef Zimanich Alfred K. Stern | Phonograph records |
| American Royal Productions | Oakland 3, Cal. | 7928 Michigan Ave. | Higate 5433 | M. Scott Weakley | Recording, production, transcriptions |
| F. D. Anderson | St. Louis 1 | Paul Brown Bldg. | Garfield 1055 | F. D. Anderson | Production |
| Laura Arnold | New York 17 | 545 Fifth Ave. | Murray Hill 2-2795 | Laura Arnold | Talent |
| Arts Recording Studios | New York 19 | 29 W. 57th St. | Plaza 8-0407 | M. Wankel | Recording, production, phonograph records, talent |
| ASCAP Radio Program Service | New York 20 | 30 Rockefeller Plaza | Columbus 5-7464 | Robert L. Murray | Syndicated scripts |
| Asch Recording Studios | New York 19 | 117 W. 46th St. | Bryant 9-3137 | Moe Asch | Transcriptions, records |
| Arthur H. Ashley | Newton, N. J. | | Newton 9-11F5 | Arthur H. Ashley | Foreign language programs |
| Associated Broadcasting Co. | Chicago 19 | 817 E. 92nd St. | Triangle 2244 | Frank J. Kovach | Production, scripts, recording |
| Associated Broadcasting Co. Ltd. | Montreal Toronto | Dominion Sq. Bldg. 195 Bay St. | Belair 3325 Waverly 8056 | M. Maxwell M. Raymond | Production, scripts, recording, talent |
| Associated Music Publishers Inc. | New York 19 | 25 W. 45th St. | Bryant 9-0845 | Clinton M. Finney | Transcription library, production, scripts |
| Associated Program Service | New York 19 | 25W. 45th St. | Bryant 9-1246 | Ben Selvin | Transcription library |
| Associated Releases | Hollywood 28 New York | P. O. Box 1213 200 Fifth Ave. | Hillside 0101 Gramercy 5-5252 | Arthur Solomon M. C. Solomon | Production, scripts, talent |
| Audio Recording Studio | Vancouver | 850 W. Hastings St. | Marine 9053 | Walt Shinnick | Production, recording, scripts |
| Audio-Scriptions Inc. | New York 19 | 1619 Broadway | Circle 7-7690 | Ezekiel Rabinowitz | Transcriptions (Library of Voices), recording |
| Clarence J. Austin | New York | 218 W. 14th St. | Chelsea 2-7128 | C. J. Austin | Talent |
| Basch Radio Productions | New York 17 Chicago Cleveland Boston | 17 E. 45th St. 223 N. La Salle St. Bulkley Bldg. Stabler Bldg. | Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225 | Charles J. Basch, Jr. F. R. Jones Alonso Hawley Gertrude Saxe | Transcriptions, production, scripts, talent, television programs |
| Don Bassett Productions | Toronto | 1175 Bay St. | Kingsdale 7924 | Don Bassett | Production, scripts |
| Batchelor Enterprises Inc. | New York 20 | 30 Rockefeller Plaza | Circle 6-4224 | Walter Batchelor | Production, talent |
| Baudry-Harwood Radio Producers | Montreal | 1318 Sherbrooke East | Falkirk 2465 | Mrs. Edouard Baudry | Recording, production, scripts |
| Marcel Baulu-Laboratoire de Redaction | Montreal | 1434 Ste. Catherine St. W. | Lancaster 9572 | Madeleine Painchaud | Productions, scripts, talent |
| Beck Recording Studios | Minneapolis 3 | 1722 Hennepin Ave. | Atlantic 8901 | R. C. Brown | Sound-Slide films, production, scripts |
| M. S. Bentham | New York | 48 W. 48th St. | Bryant 9-1227 | M. S. Bentham | Production, scripts |
| Phil Berg-Bert Allenberg Inc. | Beverly Hills, Cal. New York | 121 S. Beverly Drive 501 Madison Ave. | Crestview 6-3131 Eldorado 5-1076 | Z. Wayne Griffin Bill McCaffrey | Talent, production |
| Stanley Bergerman & Co. | Beverly Hills, Cal. | 9629 Brighton Way | Crestview 6-3196 | Stanley Bergerman | Talent |
| Harry Bestry | New York 19 | 1776 Broadway | Circle 6-7094 | Harry Bestry | Talent, artists representative |
| Beverly Radio Sales & Service | Chicago | 1805 W. 95th St. | Cedarcrest 4677 | Roy Young | Recording |
| Walter Biddick Co. (Radio Programs Division) | Los Angeles 42 | 1151 S. Broadway | Richmond 6184 | Walter Biddick | Recording, production |
| G. C. Bird & Assoc. | Hollywood 28 | 1745 N. Gramercy Pl. | Hollywood 3981 | G. C. Bird | Transcriptions |

(Continued on Page 316)

NOW

TWO TOP RANKING SHOWS

ON TRANSCRIPTIONS!

A unique offering in the transcription field. Your opportunity to use outstandingly successful, nationally acclaimed, pre-tested radio shows of established reputation. Avail yourself of these record-breaking programs.

1 *Johnnie Neblett* AUDIENCE PULLING So the story goes

Authentic, human interest stories based on the little known quirks of fate that have changed the destiny of mankind, dramatically presented by that incomparable narrator, Johnnie Neblett! 260 15-minute episodes packed with triumphant, humorous, tender, exciting, behind-the-scene stories of universal appeal. Full opening, closing and middle commercial allowance.



2 *Nationally Famous, Record-Breaking Louise Massey and the Westerners*

At last you can get the famous show, Louise Massey and the Westerners, on transcriptions. This quintet of instrumentalists and vocalists, all top soloists in their own right, drew 35,259 responses to a single announcement and pulled over 200,000 fan mail letters in one month! Acclaimed from coast to coast when starred on such NBC Network shows as Maxwell House Show Boat; Log Cabin Dude Ranch; Brown & Williamson's Plantation Party; and the feature of the WLS National Barn Dance which broke the station's audience-response record. Louise Massey and the Westerners' authentic interpretation of the real music of the prairies, plains and mountains is as different from the run-of-the-mine Hill-billy tunes as Grand Opera is from Minsky Burlesque. These headliners of radio, stage and screen are now available to those sponsors, stations and agencies who want to be the first to reach an established listening audience through a new medium. 156 fifteen-minute episodes already transcribed; directed by Herbie Koch, and arranged to allow complete opening and closing, plus middle, commercial announcements.

AVAILABLE FOR THE FIRST TIME ON TRANSCRIPTIONS!

Write today for complete information on these programs.

NEBLETT RADIO PRODUCTIONS

Programs with Proven Power

360 NORTH MICHIGAN AVE. • CHICAGO 1, ILL.



Ask us about CURTAIN CALL for live network presentation. Also, TALES OF TREASURE—THIS I BELIEVE—and others now ready to be transcribed with custom-built commercials.

Directory of Transcription, Production and Related Services

[Continued from Page 314]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|--|--|--|--|---|
| Fritz Blocki Productions | New York | 420 Madison Ave. | Plaza 9-6180 | Fritz Blocki | Production, scripts |
| Joseph Bloom | New York 18 | 19 W. 44th St. | Vanderbilt 6-5080 | Joseph Bloom | Production |
| Post Records Co. | New York 19 | 29 W. 57th St. | Plaza 3-8676 | Herbert H. Borchardt | Transcriptions, recording, production |
| Richard Bradley & Associates | Chicago 6 | 20 N. Wacker Dr. | Randolph 3549 | Ronald R. Mills | Sound and sound film projection service |
| Briscoe & Goldsmith Inc. | New York | 522 Fifth Ave. | Murray Hill 2-6244 | Johnson Briscoe George Goldsmith | Talent |
| Broadcast Music Inc (BMI) | New York | 580 Fifth Ave. | Pennsylvania 6-5466 | Merritt E. Tompkins | Owners and distributors of music catalogue, licensed for radio |
| Broadcast Productions | Chicago 4 | 25 E. Jackson Blvd. | Wabash 0711 | John Stamford | Production, talent |
| Broadcasters Mutual Transcription Service | St. Louis 10 | 818 S. Kingshighway | Franklin 2060 | Charles E. Harrison | Recording, production, transcriptions |
| Broadcasting Program Service | New York 19 | 45 W. 45th St. | Bryant 9-4324 | Herbert Rosen | Foreign language scripts and transcriptions |
| Chamberlain Brown | New York 19 | 145 W. 45th St. | Bryant 9-8480 | Chamberlain Brown | Production, talent, scripts |
| Vic Brown | Chicago 1 | 221 N. LaSalle St. | State 3810 | Vic Brown | Talent, production |
| Bureau of Transcribed Education | (See Jack Parker and Assoc.) | | | | |
| C & F Radio Productions | 1761½ N. Ivar St. | Hollywood 28 | Granite 4318 | George L. Fogle | Production, transcribed packaged programs |
| Carl Byoir & Associates | New York 16 Washington 4 Chicago 4 | 10 E. 40th St. Nation 1 Press Bldg. 310 S. Mich. Ave. | Ashland 4-3466 National 8023 Harrison 2022 | Helene J. Jordan William Wight George Dye | Transcribed production, scripts |
| Campus Christians | Los Angeles 13 | 427 W. Fifth St. | | Earle Williams | Transcribed, recorded church music |
| Capital Records Inc. | Hollywood 28 | 1483 Vine St. | Hempstead 3148 | Glenn E. Wallichs | Phonograph records |
| Central California Broadcasters Inc. | Berkeley 2 | 601 Ashby Ave. | Ashberry 7715 | Arthur Westlund | Recording, production, scripts, talent |
| Bruce Chapman Co. | New York 18 | 145 W. 41st St. | Wisconsin 7-1183 | Bruce Chapman | Production |
| Mary D. Chase Productions | New York 18 | 234 W. 44th St. | Chickering 4-5141 | Edward Hall | Production |
| Chicago Recording Studios Inc. | Chicago 4 | 64 E. Jackson Blvd. | Webster 7288 | C. A. Nye | Recording service |
| Chicago Tribune-New York News Syndicate Inc. | New York 17 | 220 E. 42nd St. | Murray Hill 2-1234 | Arthur W. Crawford | Newspaper features adaptable to broadcasting |
| Arthur B. Church Productions | Kansas City 6 | Pickwick Hotel | Harrison 2650 | George E. Halley | Transcriptions, talent |
| Cine-Television Studios | New York 17 | 100 E. 42nd St. | Murray Hill 5-2874 | Fred H. Fidler | Production and syndication of television film; production of live television programs |
| Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.) | New York 22 | 711 Fifth Ave. | Plaza 3-0820 | O. O. Bottorf | Promotion of civic music associations |
| Clark Phonograph Record Co. Inc. | Harrison, N. J. | 718 Wilhelm St. | Harrison 6-4773 | George H. Clark | Transcription processing, phonograph records |
| Leslie Clucas | Chicago 1 Hollywood 28 | 333 N. Michigan Ave. 6331 Hollywood Blvd. | Franklin 7100 Hollywood 5111 | Leslie Clucas Leslie Clucas | Production, talent, package programs |
| Ted Collins Corp. | New York 23 | 1819 Broadway | Circle 7-0094 | Ted Collins | Talent, production |
| Columbia Concerts Inc. | New York 19 Chicago 11 | 113 W. 57th St. Wrigley Bldg. | Circle 7-6900 Superior 2542 | Arthur Judson Arthur Wisner | Talent |
| Columbia Recording Corp. (Subsidiary of CBS) | New York 19 Hollywood 28 Chicago | 799 Seventh Ave. 6624 Romaine St. 410 N. Michigan Ave. | Circle 5-7300 Granite 4134 Whitehall 6000 | Robert J. Clarkson Andrew J. Schrade Girard D. Ellis | Recording, transcriptions |
| Russell C. Comer Advertising Co. | Kansas City 6 | 15 W. 10th St. | Harrison 3964 | Russell C. Comer | Production of syndicated programs |
| Commercial Broadcasting Services Ltd. | Toronto | 45 Richmond St. W. | Elgin 2625 | E. A. Byworth | Transcriptions, production |
| The Compo Co. Ltd. | Lachine, Que. | 131 18th Ave. | Dexter 0905 | R. A. Chislett | Processing transcriptions and recordings |
| Consolidated Radio Artists Inc. | New York 20 Chicago | 30 Rockefeller Plaza 333 N. Michigan Ave. | Columbus 5-3580 Franklin 8300 | Charles E. Green William B. Peterson | Production, talent |
| Continental Radio & Television Productions | Hollywood 28 | 6381 Hollywood Blvd. | Hempstead 8171 | Hal M. Ayres | Production, packaged shows |
| Hallam Cooley Agency | Hollywood 46 | 9111 Sunset Blvd. | Crestview 5-6161 | Hallam Cooley | Talent |
| Frank Cooper | New York | 521 Fifth Ave. | Va 6-5661 | Frank Cooper | Talent |
| Jack L. Cooper Radio Adv. Service | Chicago 43 | 1395 W. 111th Pl. | Beverly 2056 | Jack L. Cooper | Recording, talent |
| Co-operative Broadcasting Service | Chicago 4 | Board of Trade Bldg. | Wabash 6243 | Thomas Albert Gannon | Transcribed programs |
| Louis G. Cowan & Co. | Chicago 3 | 8 S. Michigan Ave. | Randolph 2022 | Lou Cowan | Production |
| Crosby Agency | Los Angeles 46 | 9028 Sunset Blvd. | Crestview 1-1171 | Larry Crosby | Talent |
| Cruiger Radio Productions | Hollywood 28 | 5800 Carlton Way | Hempstead 8254 | Paul Cruiger | Live talent, transcribed and television programs |
| Patrick Michael Cuning | Hollywood 28 | 6530 Sunset Blvd. | Hillside 5915 | Patrick M. Cuning | Radio & Television programs, transcriptions, television production |
| Dadswell Recorded Features | St. Petersburg 5 | 735 16th Ave. So. | 76-393 | Jack Dadswell | Production, scripts, recording |
| Damon Transcription Laboratory | Kansas City 6 | 1221 Baltimore Ave. | Victor 2585 | B. J. Humphries | Recording, production, talent |
| Decca Records Inc. | New York 19 | 50 W. 57th St. | Columbus 5-2300 | Edward R. Strauss | Phonograph records, transcriptions |
| Disco Recording Co. Inc. | St. Louis 1 | Arcade Bldg. | Chestnut 5937 | Bob Reichenbach | Recording, phonograph records, production, transcriptions |
| Alfred Dixon Speech Systems Inc. | New York 17 | 424 Madison Ave. | Plaza 8-1246 | Alfred Dixon | Production, recording, educational programs |
| William B. Dolph Radio Productions | Washington | Barr Bldg. | District 2717 | William B. Dolph | Live programs (Fulton Lewis Jr., Walter Compton, Ray Henle) |
| Dominion Broadcasting Co. | Toronto | 4 Albert St. | Adelaide 3383 | Hal B. Williams | Transcriptions, production, scripts, recording |
| Don Lee Productions | Hollywood 38 | 5515 Melrose Ave. | Hollywood 8111 | Clifford C. McDonald | Recording service |

(Continued on Page 320)

NBC Thesaurus

FOR 10 YEARS

"The Treasure House of Recorded Programs"

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! In fact NBC's Thesaurus of Recorded Programs reads like a blue book of who's who and what's what in music.

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 THESAURUS 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.

Most complete indexing system . . . comprehensive cross-index to make fullest use of the library . . . complete record and index cabinets supplied.

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 THESAURUS.



DICK LIEBERT
AT THE CONSOLE



THE
GOLDMAN BAND



KNICKERBOCKER
FOUR



GOLDEN GATE
QUARTET



SAMMY KAYE AND
HIS ORCHESTRA



NORMAN CLOUTIER
AND HIS ORCHESTRA



ALLEN ROTH AND HIS
"SYMPHONY OF MELODY"



JOHN SEAGLE
CHURCH IN THE WILDWOOD



A Service of Radio
Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.



Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research depart-

IS MORE THAN
FULFILLING THE
INDUSTRY'S MANDATE

ment, friendly counsel of field representatives, and many other services not originally contemplated.

**AND YET THE COST OF MUSIC TO THE
INDUSTRY TODAY — INCLUDING ALL
SOURCES — IS LESS THAN BEFORE THE
INAUGURATION OF BMI!**

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!

RECORD G-LORÉ!

In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.



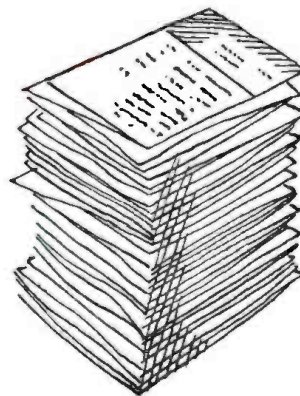
MUSIC... MORE MUSIC!



According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

SCRIPTS THAT SELL!

Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.



AND THAT'S NOT ALL!



To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

**THESE, AND ALL OTHER BMI SERVICES, ARE YOURS
WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE**

BMI

NEW YORK CHICAGO HOLLYWOOD

Directory of Transcription, Production and Related Services

[Continued from Page 316]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|--|--|--|---|--|
| Walter P. Downs Ltd. | Montreal Toronto Winnipeg Vancouver | Dominion Sq. Bldg. 123 Braemar Ave. Stuart Court 3035 Granville St. | Marquette 6368 Hudson 0333 Kerrisdale 1209 Bayview 0732 | Walter P. Downs E. J. Piggott B. L. McGibbon N. McLeod | Production, recording, scripts, talent |
| Draesemer Radio Productions | Hollywood 27 | 5205 Hollywood Blvd. | Hillside 1782 | Isabelle Draesemer | Production, scripts |
| Harry S. Dube | New York 20 | RKO Bldg. | Columbus 5-7035 | J. Knight | Talent |
| Durieux Enterprises | Montreal | 1396 St. Catherine St. W. | Lancaster 7445 | | Production |
| Eccles Disc Recordings Inc. | Hollywood 28 | 6233 Hollywood Blvd. | Hillside 8351 | C. R. Alford | Recording, transcriptions |
| Charles Eckart Co. | Los Angeles, Cal. | 4918 Santa Monica Blvd. | Normandy 2-3889 | Charles G. Eckart | Phonograph records |
| Electro-Vox Recording Studios | Hollywood 38 | 5546 Melrose Ave. | Gladstone 2189 | Bert B. Gottschalk | Recording, transcriptions |
| W. M. Ellsworth | Chicago 1 | 75 E. Wacker Drive | Central 0942 | W. M. Ellsworth | Production, talent |
| Empire Broadcasting Corp. | New York 17 | 480 Lexington Ave. | Plaza 8-3360 | Fred De Jaeger | Production, recording |
| Sara Enright | New York 18 | 234 W. 44th St. | Lackawanna 4-8553 | Sara Enright | Talent |
| Lawrence Evans Artist Management Inc. (Division of Columbia Concerts Inc.) | New York 19 | 113 W. 57th St. | Circle 7-6900 | Lawrence Evans | Talent |
| Exclusive Radio Features Co. Ltd. | Toronto | 14 McCaul St. | Adelaide 5112 | George W. Halnan | Production, transcriptions |
| F. & M. Stageshows Inc. | New York 18 | 1501 Broadway | Ch 4-3956 | Charles Toffler | Production, talent |
| Fadiman Associates Ltd. | New York 18 | 1501 Broadway | Lackawanna 4-3544 | Edwin Fadiman | Production |
| Famous Artists Corp. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 1-5222 | Rubey Cowan | Talent, production |
| Fanchon & Marco, Inc. | Los Angeles 13 | 323 W. Sixth St. | Michigan 7321 | Marco Wolff | Production, talent |
| Feature Bureau | New York | 152 W. 42nd St. | Wisconsin 7-9719 | Marion Cahn | Women's programs |
| Featured Artists Service | New York 17 | 247 Park Ave. | Plaza 5-5044 | Maurice Scopp | Talent, scripts |
| Federal Transcribed Programs | New York 17 | 101 Park Ave. | Caledonia 5-7530 | A. Ralph Steinberg | Transcribed programs |
| Herman Fialkoff | New York 19 | 1776 Broadway | Circle 6-2387 | Mary Joan Candilora | Talent, production |
| Fidelity Recording Studios | Cincinnati 2 | Wurlitzer Bldg. | Main 0172 | Gladys H. Seibert | Transcriptions, recording |
| Film Associates Co. | Dayton 9 | 429 Ridgewood Drive | Walnut 2164 | E. R. Arn, Jr. | Production, recording, scripts, records |
| Carl Fischer Inc. | New York 19 | 119 W. 57th St. | Circle 7-2955 | Fred Herbert-Oettgen | Recording, production, transcriptions |
| Frieda Fishbein | New York 18 | 11 W. 42nd St. | Longacre 5-1379 | Frieda Fishbein | Scripts |
| Edward I. Fishman | Hollywood 28 | 6425 Hollywood Blvd. | Gladstone 6303 | Edward I. Fishman | Recording, production |
| Fortune Radio Productions | New York 22 | 509 Madison Ave. | Eldorado 5-6397 | Bernard J. Goldstein | Production |
| Harry E. Foster Agencies Ltd. | Toronto Vancouver, B. C. | King Edward Hotel 119 W. Pender St. | Elgin 6373 Pacific 8024 | Harry E. Foster Larry Webster | Recordings, production, scripts, talent, special events, public address systems |
| Bernie Foyer | New York | 227 W. 45th St. | Circle 6-6600 | Bernie Foyer | Talent |
| Freddie Fralick Management | Los Angeles 46 | 9167 Sunset Blvd. | Crestview 5-6111 | Freddie Fralick | Talent |
| George Frank Inc. | Hollywood 28 | 1626 N. Vine St. | Hillside 3188 | George Frank | Talent |
| Franky & Jackson Recording Studios Inc. | New York 19 | 48 W. 48th St. | Longacre 5-0242 | Harry Jackson | Recording |
| Frederick Bros. Agency | New York Chicago Hollywood 46 | RKO Bldg. 75 E. Wacker Dr. 8584 Sunset Blvd. | Circle 6-2144 State 0003 Crestview 1-6244 | Addison Smith W. Carl Snyder Bill Peck | Production, talent, scripts |
| Frontenac Broadcasting Co. | Toronto 1 | 394 Bay St. | Elgin 4553 | Garry J. Carter | Production, transcriptions, talent |
| Allen A. Funt Radio Productions | New York 17 | 52 Vanderbilt Ave. | Murray Hill 4-6148 | Dorothy Funt | Production, scripts |
| Gale Inc. | New York 19 | 48 W. 48th St. | Longacre 3-0350 | Moe Gale | Talent |
| Gamble Recording Studio | Chicago 4 | 228 S. Wabash Ave. | Harrison 1360 | Frank Westphal | Recording |
| General Amusement Corp. | New York 20 Chicago 1 Hollywood 46 Cincinnati | RKO Bldg. 360 N. Michigan Ave. 9028 Sunset Blvd. Carew Tower | Circle 7-7550 State 6288 Crestview 1-8101 Main 1197 | Douglas F. Storer Art Weems Ralph Wonders Art Frew | Production, talent |
| General Broadcasting System Inc. | Cleveland 13 | Rockefeller Bldg. | Prospect 4900 | Donald C. Jones | Sound Slide film recording |
| General Sound Corp. | New York 19 Washington 5 | 29 W. 57th St. 1124 Vermont Ave., N. W. | Plaza 3-3015 Republic 1984 | D. Vanston Robert J. Coar | Recording, production, scripts, talent |
| Gennett Records | Richmond New York 18 Los Angeles 15 | So. First St. 67 W. 44th St. 1944 S. Flower St. | 1117 Murray Hill 2-3376 Prospect 2035 | Harry Gennett Jr. Charles Michelson Phillip Johnson | Speedy-Q and Gennett sound effects, phonograph records |
| William Gernannt | New York 17 | 521 Fifth Ave. | Vanderbilt 6-1750 | William Gernannt | Production, transcriptions |
| Mitchell Gertz Agency Inc. | Hollywood 46 | 8979 Sunset Blvd. | Crestview 1-5669 | George Ullman | Talent |
| John Gibbs & Co. | New York 20 | 9 Rockefeller Plaza | Columbus 5-6402 | John Gibbs | Production, scripts |
| Grace Gibson Radio Productions | Hollywood 28 | 1651 Cosmo St. | Granite 5543 | Bertha Gibson | Transcriptions |
| Eve Gincher | New York 18 | 112 W. 42nd St. | Bryant 9-8799 | Eve Gincher | Talent |
| Arthur M. Godfrey Productions | Washington 4 | Earle Bldg. | Metropolitan 3200 | Margaret Richardson | Talent, package shows |
| Nat C. Goldstone Agency | Hollywood 46 | 9121 Sunset Blvd. | Crestview 6-1071 | Louis Rantz | Talent, writers |
| Harry S. Goodman Radio Productions | New York 22 Los Angeles | 19 E. 53rd St. 207 So. Spring St. | Wickersham 2-3338 Vandike 1777 | Harry S. Goodman George E. Ruthenberg | Production, syndicated transcriptions |

(Continued on Page 322)



Just playing hours—

or Paying hours?



ASSOCIATED offers MOST Hours of the Best RADIO Music...program material that really pays off!

WHEN YOU COMPARE transcribed libraries, it's not just the big names that count...it's topnotch showmanship *all along the line*. That's how a library helps *you* sell—helps your *clients* sell!

Break down the number of playing hours into *paying* hours and you'll find ASSOCIATED ranks first! For ASSOCIATED gives you these powerful advantages:

1. You can offer advertisers *greater program value* than other local stations... *more and bigger proven attractions*, on ASSOCIATED's incomparable, *vertically-cut* transcriptions.

2. With these features, you can hold big audiences *at low cost* against high-budget network competition.

Yes, there are a lot of good reasons why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. Today, write for the new ASSOCIATED BOOKLET. Plenty of worthwhile information—no obligation.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.

Directory of Transcription, Production and Related Services

[Continued from Page 320]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|---|--|---|--|
| Gordoni Radio Productions | Chicago 5 | 1258 S. Michigan Ave. | Webster 2161 | Lilla Gordoni | Production, recording, talent, transcriptions, scripts |
| Harry Green | New York 19 | 1619 Broadway | Columbus 5-5925 | Harry Green | Talent |
| Ben Greene Film Productions | New York 1 | 318 W. 51st St. | Circle 6-7550 | Ben Greene | Recording, production, phonograph records |
| Al Grossman | New York 20 | RKO Bldg. | Circle 5-8422 | Al Grossman | Talent |
| Melchor Guzman Co. Inc. | New York 20 | 9 Rockefeller Plaza | Circle 7-2450 | A. M. Martinez | Scripts for Latin American stations |
| Sylvia Hahlo | New York 22 | 711 Fifth Ave. | Plaza 3-0820 | Sylvia Hahlo | Talent |
| Mitchell J. Hamilburg Agency | Hollywood 46 | 8780 Sunset Blvd. | Crestview 1-5108 | M. J. Hamilburg | Talent, writers |
| Mark Hanna | New York 21 | 654 Madison Ave. | Regent 4-6250 | Mark Hanna | Talent |
| Harris & Steele Inc. | New York 23 | 50 W. 67th St. | Endicott 2-9555 | Helen Steele Harris | Production |
| Harvey & Howe Inc. | Chicago 11 New York | 919 N. Michigan Ave. 295 Madison Ave. | Delaware 1155 Lexington 2-6910 | Wm. S. Harvey Jr. D. S. Schenck | Scripts, Transcriptions, talent |
| Sam Hayes | Hollywood 28 | NBC Radio City | Hollywood 6161 | Sam Hayes | Production |
| Leland Hayward Inc. | New York 22 Beverly Hills | 444 Madison Ave. 9200 Wilshire Blvd. | Eldorado 5-4100 Crestview 1-5151 | Lawrence White Douglas Whitney | Talent, production, scripts |
| Hayward-Deverich Inc. | Beverly Hills New York 22 | 9200 Wilshire Blvd. 444 Madison Ave. | Crestview 1-5151 Eldorado 5-4100 | Joe Donohue Larry White | Production, scripts, talent |
| George Heid Productions | Pittsburgh 22 | Century Bldg. | Grant 3696 | George Heid | Production, scripts, recording |
| Walter Herzbrun Agency | Los Angeles 46 | 9000 Sunset Blvd. | Crestview 6-4157 | Walter Herzbrun | Talent, writers |
| Hilts-Fitch Radio Productions | Buffalo 13 | 96 Bidwell Parkway | Grant 0228 | Darcy Hilts Herbert Fitch | Production |
| Hispano Broadcasting Co. | Los Angeles 12 | 105 E. First St. | Michigan 4433 | Antonio Sein | Spanish programs |
| William F. Holland Agency | Cincinnati 2 | Hotel Sinton | Main 3450 | William F. Holland | Program production, transcriptions, talent |
| Hollywood Associate Producers | Los Angeles 14 | 815 S. Hill St. | Vandike 4084 | Chet Peterson | Production, scripts, transcriptions |
| Hollywood Transcript Co. | Hollywood 28 | 6625 Sunset Blvd. | Gladstone 3323 | Daniel O'Brien | Recording service |
| Institute of Oral and Visual Education | New York 17 | 101 Park Ave. | Caledonia 5-7530 | Howard M. LeSourd | Recording, production |
| Inter-California Broadcasting System | Los Angeles 12 | 247 S. Broadway | Mutual 2759 | Gustavo Faist Moran | Spanish programs |
| International Artists Inc. | Hollywood 28 | 1512 Gordon St. | Hollywood 7391 | H. Dixon McCoy | Recording service |
| International Commercial Broad- casting Co. | Chicago | 3212 W. Roosevelt Rd. | Van Buren 6680 | Max Sosewitz | Jewish programs & talent |
| Lou Irwin Inc. | Hollywood 46 | 9134 Sunset Blvd. | Crestview 1-8131 | Lou Irwin | Talent, production |
| Fred Jacky | Chicago 11 | 520 N. Michigan Ave. | Delaware 3262 | Christine Blackie | Production, recording, package shows |
| Harry Jacobs Productions | New York 22 | 14 E. 52nd St. | Plaza 3-2024 | Harry Jacobs | Transcriptions |
| Sam Jaffe Agency | Hollywood 46 | 8553 Sunset Blvd. | Crestview 6-6121 | Jennings Lang | Talent |
| J. M. Rush Jermon | New York 14 | 155 E. 44th St. | Murray Hill 2-6236 | Rush Jermon | Talent |
| Kane-Armstrong Agency | Hollywood 46 | 8584 Sunset Blvd. | Crestview 6-2396 | Sam Armstrong | Talent, writers |
| Kasper-Gordon Inc. | Boston 16 | 140 Boylston St. | Devonshire 7357 | Edwin H. Kasper Aaron S. Bloom | Production, syndicated transcriptions, recording |
| Kated Co. | (See Ted Collins listing) | | | | |
| John Keating | Portland 5 Seattle 1 | Studio Bldg. Douglas Bldg. | Beacon 4107 Elliott 3800 | James McLoughlin R. G. Chaastain | Production, recording, scripts, talent |
| David Wayne Kennedy | Los Angeles 44 | 9817 S. Denker Ave. | Pleasant 1-2240 | David W. Kennedy | Recording, production |
| Kent-Johnson Inc. | New York 19 | 34 W. 53rd St. | Plaza 3-7246 | Austen Croom-Johnson | Production, transcriptions |
| Kermit-Raymond Corp. | New York 22 Cleveland Chicago Rochester, N. Y. Beverly Hills, Cal. | 14 E. 52nd St. Bulkley Bldg. 228 N. La Salle St. 6 George St. 9671 Burton Way | El Dorado 5-5511 Prospect 2922 State 5096 Stone 6360 Bradshaw 2-3211 | Raymond R. Green Alonzo Hawley F. R. Jones John E. Allen S. Lambert | Production, scripts, transcriptions |
| Sam Kerner Inc. | Hollywood 46 | 8272 Sunset Blvd. | Hempstead 1813 | Sam Kerner | Production, talent |
| Bob Kerr | New York 20 | RKO Bldg. | Columbus 5-8051 | Bob Kerr | Production, talent |
| Key Recordings | New York 17 | 103 Park Ave. | Murray Hill 5-9434 | Andrew Portnow | Phonograph records |
| King Features Syndicate | New York 17 | 235 E. 45th St. | Murray Hill 2-5600 | Chester L. Weil | Newspaper features adaptable to broadcasting |
| Al Kingston & Co. Inc. | Los Angeles 46 | 8582 Sunset Blvd. | Crestview 1-8161 | Al Kingston | Talent |
| Laboratoire de Redaction | Montreal | 1434 St. Catherine St. W. | Lancaster 9572 | Marcel Baulu | Scripts |
| Landau Broadcasting Service | New York 7 | 270 Broadway | Rector 2-5341 | Herman Younglieb | Foreign language programs |
| Lang-Worth Feature Programs Inc. | New York 19 | 113 W. 57th St. | Circle 6-7410 | C. O. Langlois | Transcription library |
| Latin American Adv. & Broadcasting Co. | Los Angeles 13 | 355 S. Broadway | Mutual 8620 | Edgar Gordon | Foreign language programs |
| M. C. Levee | Hollywood 46 | 1300 N. Crescent Heights Blvd | Gladstone 3115 | M. C. Levee | Talent |
| W. Biggie Levin | Chicago 11 | 612 N. Michigan Ave. | Superior 0506 | W. Biggie Levin | Talent, production, scripts |

(Continued on Page 324)

HERE IT COMES!

FREDERIC W. ZIV CO'S

STARBUZZ

PACKED WITH S. A.*

*SPONSOR APPEAL

KAY LORRAINE, of "Hit Parade" fame, Beauteous ballad singer.

BOB KENNEDY, Romantic singing star from the original cast of "Oklahoma!"

JIMMY WALLINGTON, emceeds *Pleasure Parade* in fast and funny pace.

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. Who in your market wants to sponsor the biggest musical show ever transcribed?



THE MODERNAIRES and PAULA KELLY: Top-flight singers of hit songs. One of radio's great vocal combinations.



MEET THE MOB: Kay Lorraine, Paula Kelly, the four Modernaires, Jimmy Wallington, Bob Kennedy and maestro, Irving Miller.

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Directory of Transcription, Production and Related Services

[Continued from Page 322]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|---|---|--|---|
| Leonard L. Levinson | Hollywood 28 | Equitable Bldg. | Hempstead 1890 | Leonard L. Levinson | Production, scripts |
| Jack Lewis Theatrical Enterprises | New York | 1564 Broadway | Longacre 5-8176 | Simone Samuels | Production, talent, scripts |
| Lichtig & Englander Agency | Hollywood 46 | 8776 Sunset Blvd. | Crestview 1-2141 | H. H. Lichtig | Talent, writers |
| Phillips H. Lord Inc. | New York 22 | 501 Madison Ave. | Wickersham 2-2211 | Dorothy E. Levy | Production, package shows |
| Estelle Lutz Artists Bureau | Chicago 5 | 410 S. Michigan Ave. | Harrison 8435 | Estelle Lutz | Production, talent, scripts |
| A. & S. Lyons Inc. | Beverly Hills New York 22 | 356 N. Camden Dr. 515 Madison Ave. | Crestview 1-6131 Plaza 3-5181 | A. M. Botsford | Production, talent |
| C. P. MacGregor | Los Angeles 5 | 729 S. Western Ave. | Fitzroy 4191 | C. P. MacGregor | Transcription library, recording |
| McDonald Recording & Engineering Service | Los Angeles 36 | 415 N. Harper Ave. | Wyoming 0302 | Clifford C. McDonald | Transcriptions, recording |
| R. U. McIntosh & Associates Inc. | No. Hollywood | 10558 Camarillo St. | Sunset 2-9275 | R. U. McIntosh | Transcriptions |
| Alexander McQueen | Chicago 11 | 185 E. Chestnut St. | Superior 9139 | Alexander McQueen E. R. Junge | Production, scripts, transcriptions |
| Management Corp. of America | New York 22 | 745 Fifth Ave. | Wickersham 2-8900 | Herbert I. Rosenthal | Production |
| Gene Mann-Jess Smith Inc. | Hollywood 46 | 8949 Sunset Blvd. | Crestview 1-1135 | Gene Mann Jess Smith | Talent, writers |
| Melodiac Recording Co. | Hollywood 28 | 6625 Sunset Blvd. | Gladstone 3323 | Daniel O'Brien | Recording, production, talent |
| Melotone Recording Studio | New York 23 | 25 Central Park W. | Circle 6-1366 | Mera M. Weinstock | Recording, transcriptions |
| Mercury Recording Studios | Chicago 11 | 232 E. Erie St. | Delaware 4786 | Jack Brinkley | Recording, transcriptions, production |
| Metro Artists Bureau | New York 19 | 730 Fifth Ave. | Circle 6-8470 | Ted Nelson | Production, talent, scripts |
| Metropolitan Broadcasting Service Ltd. | Toronto 1 | 21 Dundas Sq. | Adelaide 0181 | Don E. Wright | Production, scripts, recording, talent |
| Metropolitan Recording Studios | New York 19 | 1697 Broadway | Circle 7-3428 | Beatrice Tracy | Recording, production |
| Charles Michelson Radio Transcriptions | New York 18 Los Angeles Richmond | 67 W. 44th St. 1344 S. Flower St. So. First & B Sts. | Murray Hill 2-3376 Prospect 2035 1117 | Charles Michelson Philip Johnson Harry Gennett Jr. | Sound effects library, transcriptions, recording, scripts |
| Michelson & Sternberg Inc. | New York 18 | 67 W. 44th St. | Murray Hill 2-5421 | A. Michelson | Buys transcriptions for export |
| Mid-West Transcriptions Inc. | Minneapolis 16 | 4829 Minnetonka Blvd. | Walnut 9131 | K. L. Sueker | Recording service |
| Allan H. Miller Productions | Toledo 2 | Bell Bldg. | Emerson 2963 | Allan Miller | Production |
| Miller Broadcasting System Inc. | New York | 113 W. 57th St. | Circle 6-0141 | James A. Miller | Millertape recording |
| Howard Milson Productions Ltd | Toronto | 14 McCaul St. | Adelaide 5112 | Howard Milson | Transcriptions, production |
| Monter-Gray Inc. | Hollywood 46 | 8736 Sunset Blvd. | Crestview 1-1191 | Edward M. Gray | Talent, writers |
| Moonbeams Broadcasts Inc. | New York 19 | 8 W. 45th St. | Murray Hill 2-7471 | Lillian E. Stewart | Production, talent |
| William Morris Agency | New York 20 Beverly Hills Chicago | 1270 Sixth Ave. 202 N. Canon Dr. 203 N. Wabash Ave. | Circle 7-2160 Crestview 1-6161 State 3632 | William B. Murray Geo. Gruskin Read Wight | Production, talent, television programs |
| Leo Morrison Inc. | Beverly Hills | 204 S. Beverly Dr. | Crestview 1-9191 | Leo Morrison | Talent, scripts |
| Carlton E. Morse Productions | Hollywood | 1500 Vine St. | Hollywood 6161 | Clinton E. Twiss | Transcriptions, package shows |
| Music City | Hollywood 28 | 1501 N. Vine St. | Hollywood 8211 | Hugh J. Claudin | Recording service |
| Music Corporation of America | Chicago 11 New York 22 | 430 N. Michigan Ave. 745 Fifth Ave. | Delaware 1100 Wickersham 2-8900 | M. B. Lipsey David A. Werblin Charles Miller D. G. Barton Norman Steppe Sam Rosey Taft Schreiber | Production, talent |
| Music Maker Productions | Chicago 11 | 154 E. Erie St. | Delaware 5686 | Wendell Hall | Musical spot programs |
| Musicaft Corp. | New York 19 | 40 W. 46th St. | Bryant 9-0320 | Paul Puner | Transcriptions |
| Mutual Recording Co. | Hollywood 27 | 5205 Hollywood Blvd. | Hillside 1782 | Morris S. Lotterman | Transcriptions, recording |
| Muzak Corporation | New York 19 | 151 W. 46th St. | Bryant 9-1246 | Clinton M. Finney | Transcriptions, recording (vertical and lateral) production |
| NBC Radio-Recording Division | New York 20 Chicago 54 Washington 5 Hollywood 28 San Francisco 2 | 30 Rockefeller Plaza Merchandise Mart Trans-Lux Bldg. Sunset Blvd. & Vine Taylor & O'Farrell Sts. | Circle 7-8300 Superior 8300 Republic 4000 Hollywood 6161 Greystone 8700 | C. Lloyd Egner Frank E. Chizzini E. William Young Oscar C. Turner Robert Z. Morrison Jr. | Transcription library, (Thesaurus), syndicated programs, production, scripts, recording |
| NBC Thesaurus | (See above listing) | | | | |
| National Artists Bureau | Chicago | 203 N. Wabash Ave. | Randolph 3858 | Phil Phillips Charles Gwynn | Scripts, production |
| National Broadcasters & Entertainers | Indianapolis 4 | Claypool Hotel | Riley 8471 | Kay Keiser | Production, recording, scripts, talent |
| National Concerts & Artists Corp. | New York 22 Hollywood 46 Chicago 54 San Francisco 4 | 711 Fifth Ave. Sunset at Doheny Merchandise Mart 111 Sutter St. | Plaza 3-0820 Crestview 1-7121 Superior 4042 Exbrook 8033 | Daniel S. Tuthill Helen Ainsworth Sam Harrington Larry Allen | Talent, production |
| National Records Co. | New York 23 | 1841 Broadway | Columbus 5-7280 | A. B. Greene | Recording, production |
| National Recording & Film Corp. | Chicago 6 | 20 N. Wacker Dr. | Randolph 3549 | Richard Bradley | Recording, production, slide films, transcriptions |
| Neblett Radio Productions | Chicago 1 | 360 N. Michigan Ave. | Central 4144 | Ruth Miller | Production, transcriptions |
| Neff Radio Productions | Detroit 26 | Stroh Bldg. | Randolph 3006 | M. A. Neff | Production, scripts, recording |
| Ted Nelson Associates | New York 19 | 730 Fifth Ave. | Circle 6-8470 | Ted Nelson | Production, scripts, talent |

(Continued on Page 326)

Air Features
INCORPORATED

247 PARK AVENUE
NEW YORK, N. Y.

HODGES

RUSS

Says

"Thanks to all
the swell guys and
gals at Mutual Stations,
coast to coast, who have
helped make the 1944
Sports Season one
of my best."



Transcriptions

A select list of
the finest in transcribed programs:

- "THE SHADOW"
- SMILIN' ED McCONNELL
- LIBERTY SHORT STORIES
- LIFE OF MARY SOTHERN

and 14 other features
All High Hooper Rated

Exclusive distributors for the famous Gennett
and Speedy-Q Sound Effect Record—The Largest
Sound-Effect Record Library in the World.

CHARLES MICHELSON
Pioneer Program Producers Since 1934
Murray Hill 2-3376 Murray Hill 2-5168
67 West 44th Street, New York 18, N. Y.



Directory of Transcription, Production and Related Services

[Continued from Page 324]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|--|--|--|--|
| New England Cupboard | Boston 16 | Statler Bldg. | Hancock 4460 | Connie Stackpole | Women's programs |
| Meyer B. North | New York 19 | 1564 Broadway | Bryant 9-8667 | Meyer B. North | Talent |
| John J. O'Connor | New York 19 | 1697 Broadway | Circle 6-8630 | John J. O'Connor | Talent |
| Lilian Okun Inc. | New York 23 | 2 W. 67th St. | Trafalgar 7-8916 | Lilian Okun | Production, scripts, talent |
| Pan American Broadcasting Co. | New York 17 | 330 Madison Ave. | Murray Hill 2-0811 | E. Bernald | Programs for Latin American stations |
| Donna Parker Productions | Chicago | 203 N. Wabash | Franklin 3811 | Donna Parker | Recording, production |
| Jack Parker and Assoc. | Hollywood 28 | Box 2222 | Granite 7584 | Jack Parker | Educational transcriptions |
| James Parks Co. | Chicago 1 | 333 N. Michigan Ave. | Central 7980 | James Parks | Production |
| Leo J. Paulin & Assoc. | Washington 6 | 1627 K St., N. W. | National 9349 | Leo J. Paulin | Transcriptions, production, talent |
| Pearl-Tone Recording Studios | Des Moines 9 | Plymouth Bldg. | 3-3626 | Sidney J. Pearlman | Recording |
| Sandra Pegram Production Co. | Washington 1 | 906 Tenth St., N. W. | District 7513 | Sandra Pegram | Production, scripts, talent |
| Peterson Radio Productions | New York 18 | 1457 Broadway | Wisconsin 7-0069 | Donald Peterson | Production, scripts (religious programs) |
| Photo & Sound Inc. | San Francisco 8 | 153 Kearney St. | Exbrook 2103 | John M. Wolfe | Production, recording, sound slide films |
| Pittsburgh Star Italian Hour | Pittsburgh 19 | 904 Webster Ave. | Court 3797 | A. Certo | Italian programs |
| Polish Broadcasting Bureau | Buffalo 12 | 754 Fillmore Ave. | Cleveland 6876 | Joseph F. Mikolajczak | Polish features |
| Ralph L. Power | Los Angeles 14 | Van Nuys Bldg. | Madison 5617 | Ralph L. Power | Buys transcriptions and scripts for export; sells Australian-produced transcriptions and scripts |
| Leland Powers School | Boston 15 | 31 Evans Way | Aspinwall 2900 | Haven M. Powers | Talent |
| Premier Radio Enterprises Inc. | St. Louis 3 | 3038 Locust St. | Newstead 3555 | H. S. Somson | Recording, production, scripts |
| George Logan Price Inc. | Los Angeles 6 | 946 S. Normandie Ave. | Federal 7372 | G. L. Price | Transcriptions, scripts |
| Prockter and Lewis | New York 22 | 67 E. 59th St. | Plaza 5-9568 | Bernard J. Prockter | Production |
| Quebec Radio Productions | Montreal | 1410 Stanley St. | Plateau 6716 | H. Paul Vermet | Production |
| Radio Centre Ltd. | Toronto 1 | 74 Wellington St. W. | Waverly 2036 | D. Spencer Grow | Transcriptions |
| Radio Comics Inc. | New York | 241 Church St. | Walker 5-9487 | Louis H. Silberkleit John L. Goldwater | Radio, film versions of syndicated comic-strip characters |
| Radio Events Inc. | New York 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Martin Lawrence | Production, scripts, talent |
| Radio Merchandising Service | Chicago | 520 N. Michigan Ave. | Superior 4620 | James A. Iago | Spot announcements |
| Radio Results | Chicago | 8641 Escanaba Ave. | So. Chicago 5374 | Z. George Jaworowski | Foreign language programs |
| Radiozark Enterprises | Springfield | Shrine Mosque Bldg. | | M. Wayland Fullington | Transcriptions |
| RCA Victor Co. Ltd. | Montreal 30 Toronto | 1001 Lenox St. Royal York Hotel | Wellington 3671 Adelaide 3091 | A. H. Joseph L. J. Headley | Recording, production, phonograph records |
| RCA Victor Division (Recording Division of RCA) | New York New York Chicago Hollywood | RCA Bldg. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 N. Sycamore Ave. | Columbus 5-2035 Murray Hill 4-6200 Whitehall 4600 Hillside 5171 | J. W. Murray F. B. Walker A. E. Hindie Harry Meyerson | Recording, processing, phonograph records |
| Radio Features of America | New York 19 | 37 W. 46th St. | Bryant 9-9622 | Oliver W. Nicol Alma Sandra Munsell | Production talent |
| Radio Producers of Hollywood | Los Angeles 27 | 930 N. Western Ave. | Hollywood 6506 | Lou R. Winston | Production, transcriptions |
| Radio Production Service | New York 22 | 501 Madison Ave. | Plaza 9-4060 | Irene Beasley | Scripts, talent, packaged shows |
| Radio Programas de Mexico | Mexico, D. F. | P. O. Box 1324 | L-13-73 | Clemente Serna Martinez | Mexican programs |
| Radio Programme Producers | Montreal | 1440 Ste. Catherine St. W. | Marquette 1182 | | Production, scripts |
| Radio Receiving Record Co. | Providence 8 San Diego 1 | 304 Smith St. 2172 Front St. | Dexter 4081 Main 7552 | Lewis A. McGowan Jr. Eleanor Osborne | Recording service |
| Radio Recorders | Los Angeles 38 | 7000 Santa Monica Blvd. | Hollywood 3917 | J. Joseph Sameth | Recording, production |
| Radio Recording Studios | New York 19 | 1619 Broadway | Columbus 5-9037 | A. Moran | Recording service |
| Radio Recording Studios | Chicago 40 | 1244 W. Carmen Ave. | Edgewater 6461 | Myron Bachman | Recording service |
| Radio Writers Laboratory | Lancaster | 53 N. Duke St. | 2-1387 | M. S. Miller | Scripts |
| Rai Purdy Productions | Toronto | 37 Bloor St., W. | Midway 7375 | R. L. Simpson | Production, scripts, talent |
| Ray-Tele | New York 17 Chicago 11 | 604 Fifth Ave. Tribune Tower | Bryant 9-5365 Superior 0100 | Betty Hill Ruth Norby | Recording, production, scripts, talent, syndicated transcriptions |
| Rec-Art Recording Studio | Los Angeles 15 | 1203 S. Main St. | Prospect 9232 | Al Norman | Recording service |
| Reeves Sound Studios | New York 19 | 1600 Broadway | Circle 6-6686 | Chester L. Stewart | Recording service |
| Religious News Service | New York 16 | 381 Fourth Ave. | Murray Hill 3-8246 | Louis Minsky | Syndicated religious news scripts |
| Robinson Recording Laboratories | Philadelphia 7 | 35 S. Ninth St. | Walnut 6800 | W. P. Robinson | Recording, production, scripts |
| Rockhill Radio | New York 22 | 18 E. 50th St. | Eldorado 5-1860 | Stanley J. Wolf | Production, transcriptions, scripts |
| Allen Roth | New York 19 | 48 W. 48th St. | Longacre 3-3836 | Andrew H. Wiswell | Talent |
| Roxanne | New York 16 | 7th Ave. and 55th St. | Circle 7-3900 | Florence Lennon | Talent, production |
| Royal Recording Co. | Berkeley 2 | 601 Ashby Ave. | Ashberry 5453 | Arthur Westlund | Recording service |
| Art Rush Inc. | Hollywood 28 | NBC Bldg. | Hillside 5161 | W. Arthur Rush | Package shows |

(Continued on Page 330)



- 1) Speed . . . Service fast as flight
- 2) Fidelity . . . Perfect Reproduction
- 3) Laurels . . . Patronage by Particular People Proves Columbia's Leadership.

COLUMBIA TRANSCRIPTIONS

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



World's services to



CASA CUGAT. 156 programs ... 15 minutes. Cugat and his orchestra, chorus and vocalists in a high-style program of Latin rhythms.



JAM SESSION. 156 programs ... 15 minutes. Jazz musicians, picked from bands all over the country, make this an "all star" program of authentic jazz.



MANDRAKE THE MAGICIAN. 156 programs ... 15 minutes. Millions follow his adventures in newspapers. Now millions more will tune him in on this fast-moving show.



SONGS OF PRAISE. 156 programs ... 15 minutes. Devotional music of distinction and dignity by the Hamilton Quartet, accompanied on the organ by George Broadbent.



The new **WORLD FEATURES**...

headliner radio shows at budget prices

Whatever the type of transcribed radio show you require — World has it available, or can "custom-build" it for you. World's unexcelled facilities, its resources of skilled writers, directors and producers and its years of experience are at your service. World, also, has top talent to offer you. As a subsidiary of Decca Records, Inc., World has access to many outstanding stars of stage, screen and radio.

The new **WORLD FEATURES**, only four of which are illustrated here, have met with wide approval. They are high calibre shows, built to fit all budgets, large or small. It will pay you to check with **World FIRST** when you are seeking a transcribed show. Not only is there a varied group of excellent World Features now ready to go on the air, but new Features are continuously in production. **WORLD HAS THE FEATURE YOU WANT — OR CAN BUILD IT FOR YOU!**

Special open-end shows on a syndicated basis

★ ★ ★

World is in a position to produce special open-end shows to meet your individual requirements and designed for specific markets or radio stations. Through syndication of these shows in all other markets World absorbs part of the costs. In this way are combined the advantages of your own open-end shows with the economy of the syndicated feature. We will be happy to give you further details of this plan.

★ ★ ★

Radio Broadcasters

**World Program Service Library... an invaluable aid
to stations in good programming**

Keeping radio audiences continuously interested calls for resources far beyond the reach of most individual stations. That's why 300 leading stations use the famous World Library, giving them what they need to attract and hold audiences — as well as sponsors!



3700 SELECTIONS of the basic World Library cover every program requirement, from fanfares to complete shows. At least fifty new selections are added each month to keep programming up to the minute.



FAMOUS ARTISTS and big-name orchestras are featured on World Library transcriptions. Through affiliation with Decca Records, Inc., World has access to some of the most brilliant talent in the entertainment world.



CONTINUITY SERVICE. To help stations arrange interesting programs, World sends them carefully planned continuities — seventy-eight programs each week. These complete shows are ready to go on the air, as sustaining or sponsored productions.



FAITHFUL REPRODUCTION. World's Vertical-Cut Wide-Range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity.

* * *

Full details on World's services will be sent upon request. Just write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y. or to any World branch office in the cities listed below.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON

Directory of Transcription, Production and Related Services

[Continued from Page 326]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|---|---|--|---|
| Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.) | New York | 113 W. 57th St. | Circle 7-6900 | Jack Salter | Talent |
| Saltmieras Radio Advertisers | Chicago 36 | 6912 So. Western Ave. | Prospect 4050 | Paul B. Saltmieras | Transcriptions, production, scripts (Lithuanian programs), talent, recordings |
| Sam Samuels | New York 19 | 1564 Broadway | Longacre 5-8176 | Sam Samuels | Talent |
| James L. Saphier Agency | Hollywood 28 | 6331 Hollywood Blvd. | Hollywood 7211 | James L. Saphier | Talent, production |
| G. Schirmer Inc. | New York 17 | 3 E. 43rd St. | Murray Hill 2-8100 | J. Murphy | Recording service |
| Joseph C. Schramm Studios | New Orleans 19 | 4000 Canal St. | Galvez 5914 | Joseph C. Schramm | Recording, talent |
| Bernard L. Schubert Inc. | New York 22 | 509 Madison Ave. | Plaza 3-4670 | Bernard L. Schubert | Production, talent |
| The Script Library | New York 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Martin Lawrence | Production, scripts |
| Sellers Co. | Dallas 2 | 912 Commerce St. | Central 5978 | J. E. Sellers | Production, recording |
| Myron Selznick & Co. Inc. | Beverly Hills New York | 9700 Wilshire Blvd. 610 Fifth Ave. | Crestview 1-9171 Circle 7-6200 | Reeves Espy Monica McCall | Production, talent |
| Service Programs Inc. | New York 17 | 535 Fifth Ave. | Murray Hill 6-3487 | Gladys Miller | Scripts, production |
| SESAC Inc. | New York 17 | 475 Fifth Ave. | Murray Hill 5-5365 | Paul Heinecke | Music catalogues licensed for radio |
| Max Shagrín Agency | Hollywood 28 | Equitable Bldg. | Granite 5171 | Max Shagrín | Talent, writers |
| Mary L. Shank | New York 20 | 9 Rockefeller Plaza | Columbus 5-1332 | Mary L. Shank | Latin American talent |
| Stephen Slesinger | New York 17 | 247 Park Ave. | Eldorado 5-2544 | Stephen Slesinger | Production |
| Edward Sloman Productions | Los Angeles 26 | 6636 Hollywood Blvd. | Hempstead 3093 | Edward Sloman | Production, transcriptions |
| The Small Co. | Hollywood 46 | 8272 Sunset Blvd. | Hollywood 2722 | Reuben Smolen | Talent |
| Sound Studios Inc. | Washington 5 | 1124 Vermont Ave., N. W. | Republic 1984 | Robert J. Coar | Recording, transcriptions production |
| The Sound Workshop | Los Angeles 36 | 445 S. La Cienega Blvd. | Bradshaw 2-1233 | Robert E. Grey | Recording, production |
| Henry Souvaine Inc. | New York 20 | 30 Rockefeller Plaza | Circle 7-5666 | David Hale Halpern | Production, scripts, transcriptions |
| Speedy-Q-Sound Effects | Los Angeles 15 | 1344 So. Flower St. | Prospect 2035 | Philip Johnson | Recorded sound effects |
| Spot Film Productions Inc. | New York 17 | 339 E. 48th St. | Plaza 5-0808 | Clarence Schmidt | Sound-on-film recordings |
| Spot Sales Inc. | Hollywood 28 San Francisco 2 | 1651 Coomo St. 5 Third St. | Hollywood 8818 Exbrook 8858 | John Livingston John Livingston | Syndicated transcribed programs |
| Stage 8 | Hollywood 28 | 6530 Sunset Blvd. | Hillside 5915 | Patrick Michael Cunning | Production, television shows |
| Standard Radio | Hollywood 28 Chicago 1 New York 22 Dallas | 6404 Hollywood Blvd. 350 N. Michigan Ave. 1 E. 54th St. Wilson Bldg. | Hillside 0188 State 3153 Plaza 3-6590 Central 3350 | Gerald King Milton M. Blink Alex Sherwood Herbert Denny | Transcription library, recording |
| Richard Stark & Co. | New York 20 | RCA Bldg. | Circle 6-7337 | Richard Stark | Production, scripts |
| Frank Stempel Agency | Hollywood 46 | 8736 Sunset Blvd. | Crestview 1-5121 | Frank Stempel | Production, talent |
| Irving Strouse | New York 23 | 151 W. 74th St. | Trafalgar 7-4695 | | Production, scripts |
| Studio & Artists Recorders | Hollywood 28 | 6107 Sunset Blvd. | Hillside 8241 | Mack Finston | Recording, transcriptions |
| Superman Inc. | New York 17 | 480 Lexington Ave. | Plaza 3-0740 | Robert Maxwell | Production |
| H. N. Swanson Inc. | Hollywood 46 | 8523 Sunset Blvd. | Crestview 1-5115 | Ruth Gidlow | Writers |
| George A. Taggart Broadcast Counsel | Toronto | 165 Yonge St. | Adelaide 8784 | George A. Taggart | Programming consultant |
| Technisonic Recording Laboratories | St. Louis 10 | 818 So. Kingshighway | Franklin 2060 | C. E. Harrison | Recording, transcriptions |
| Tel-A-Recordings Inc. | New York 19 | 2 W. 46th St. | Bryant 9-4130 | Charles Phillips | Recording service |
| Telecast Productions Inc | New York 3 | 101 Fifth Ave. | Algonan 4-4300 | Myron Zobel | Package shows for radio and television |
| L. S. Toogood Recording Co. (Chicago Recording Co.) | Chicago 1 | 221 N. La Salle St. | Central 5275 | L. S. Toogood | Recording service |
| Transamerican Broadcasting & Television Corp. | New York 22 | 1 E. 54th St. | Plaza 5-9800 | John L. Clark | Transcription, production |
| Transcribed Radio Shows | New York 19 | 2 W. 47th St. | Longacre 5-3440 | E. Mack | Recording, scripts, production, transcriptions |
| George Ullman Agency | Hollywood 46 | 8979 Sunset Blvd. | Crestview 1-5669 | S. George Ullman | Talent |
| United Artists Bureau | Des Moines 14 | 1164 Sixth Ave. | 4-5553 | R. B. Eaton | Recording, production |
| United Broadcasting Co. | Chicago 6 | 201 N. Wells St. | Andover 1684 | Egmont Sonderling | Production, recording, scripts |
| United Feature Syndicate | New York 17 | 220 E. 42nd St. | Murray Hill 2-3020 | George A. Carlin | Newspaper features adaptable to broadcasting |
| United Sound Systems | Detroit 2 | 5840 Second Blvd. | Trinity 2-9384 | James V. Siracuse | Recording, transcriptions, phonograph records |
| U. S. Recording Co. | Washington 5 | 1121 Vermont Ave., N. W. | District 1640 | Joseph Tait | Recording service |
| United Transcribed System | Toronto | 14 McCaul St. | Adelaide 5112 | John H. Part | Production, recording, scripts |
| Universal Radio Productions | Chicago 11 | 737 N. Michigan Ave. | Delaware 1756 | R. E. Burke | Production, scripts |
| Universal Radio Productions | Los Angeles 36 | 8853 Beverly Blvd. | Crestview 1-5275 | Edmund C. Johnson | Packaged shows |
| Universal Recording Co. Inc. | New York 20 | 1270 Sixth Ave. | Circle 6-4895 | Ralph Baruch | Recording service |
| URAB-United Recording Artists Bureau | New York 1 | 215 W. 34th St. | Chickering 4-3314 | Miss Marianne | Recording service |
| Thomas J. Valentino Inc. | New York 19 | 1600 Broadway | Circle 6-4675 | Thomas J. Valentino | Recording, transcriptions, sound-effect records library |
| Rudy Vallee Presents Inc. | Hollywood 46 | 8820 Sunset Blvd. | Crestview 1-5169 | Ted Lesser | Talent |
| Chick Vincent Co. | New York 22 | 509 Madison Ave. | Eldorado 5-0734 | Chick Vincent | Production |

(Continued on Page 332)

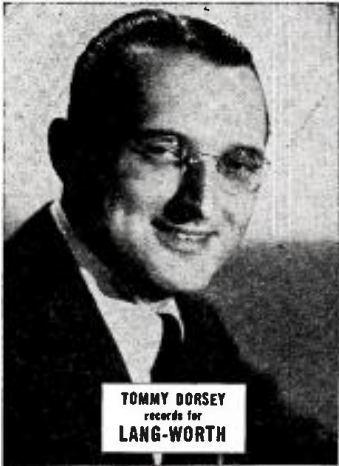
WALTER COMPTON
Presents



→ **Background
for News**

Up-to-the-minute news of the day, interwoven with authoritative information on the personal, historical or geographical background of today's important people and prominent places.

Available for cooperative sponsorship on MUTUAL Call, wire or write WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.



TOMMY DORSEY
records for
LANG-WORTH



FRANKIE CARLE
records for
LANG-WORTH

2 Dozen Stars!

Lang-Worth's 1945 Library Service includes over 24 Name Dance Bands. Among them: Tommy Dorsey, Frankie Carle, Vaughn Monroe, Count Basie, Bobby Sherwood, Boyd Raeburn, Johnny Long, Jan Garber, Al Trace, Tony Pastor, Dean Hudson, John Kirby, Tommy Tucker, Russ Morgan, Charlie Barnet, Joe Richman, Sonny Dunham, Del Courtney, Bob Strong, Ray Herbeck, Teddy Powell, Sammy Kaye, Lee Castle, Enoch Light.

Lang-Worth, Inc. 113 W. 57th St., N. Y. C.

**THE
GENERAL MILLS
HOUR!**



(2:00 to 3:00 P.M. EWT—Monday thru Friday)

NBC Network

* *The Guiding Light*

(delivering a message of social tolerance)

Sponsored by Wheaties

* *Today's Children*

(a dramatic presentation of the modern generation)

Sponsored by Bisquick

* *Woman in White*

(an inspiring biography of one of the many young women who have answered their country's urgent wartime call)

Sponsored by Betty Crocker Soup

AGENCY-

KNOX REEVES ADVERTISING, INC.

* SCRIPTS WRITTEN
AND SUPERVISED BY

IRNA PHILLIPS



Hymns of all Churches

(the best loved hymns of every faith)

Sponsored by Gold Medal Flour

Produced by

DANCER - FITZGERALD - SAMPLE



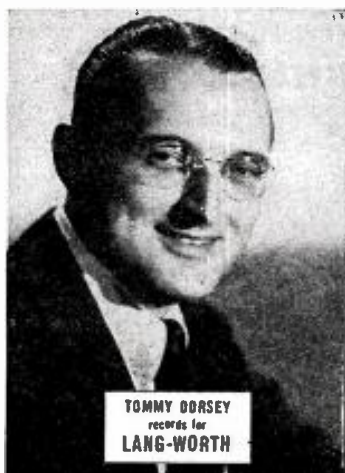
CARL WESTER & COMPANY

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

Directory of Transcription, Production and Related Services

(Continued from Page 330)

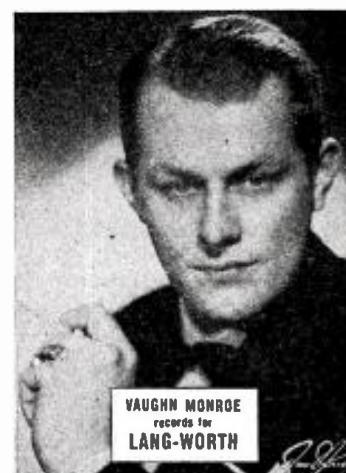
| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|--|--|--|---|---|--|
| Frank W. Vincent Agency | Beverly Hills, Cal. | 242 N. Canon Dr. | Crestview 6-2041 | Don W. Sharpe | Talent, production |
| Owen Vinson & Co. | Chicago 1 | 360 N. Michigan Ave. | Central 6769 | Owen Vinson | Production, package shows |
| J. Franklin Viola & Co. | New York 18 | 152 W. 42nd St. | Chickering 4-3254 | J. Franklin Viola | Foreign language scripts, production |
| A. George Volck Inc. | Beverly Hills, Cal. | 9441 Wilshire Blvd. | Crestview 6-3121 | A. George Volck | Talent, writers, scripts |
| Tom Wallace Radio Productions | Chicago New York | 605 N. Michigan Ave. 366 Madison Ave. | Superior 4584 Murray Hill 2-2745 | Tom Wallace | Production |
| Waxelbaum & Co. | New York 17 | 10 E. 43rd St. | Murray Hill 2-7398 | B. Waxelbaum | Foreign language programs |
| Webber Radio Programs | Des Moines 9 | Shops Bldg. | 2-0225 | George W. Webber | Transcriptions, recording |
| Carl Wester & Co. | Chicago | 360 N. Michigan Ave. | Randolph 6922 | Carl W. Wester | Production |
| Wiederhold Recording Studios | Louisville 5 | 1941 Richmond Dr. | Highland 1567 | Geo. Wiederhold | Production, recording, talent |
| Austin Wilder | New York 22 | 745 Fifth Ave. | Plaza 3-8034 | Austin Wilder | Talent |
| Fletcher Wiley Productions | Hollywood 28 | Columbia Square | Hollywood 1212 | Fletcher Wiley | Syndicated programs |
| Joe Williams | New York 19 | 1650 Broadway | Circle 5-9422 | Joe Williams | Talent |
| Witte Radio Productions | Los Angeles 35 | 1064 So. Genesee Ave. | Webster 8716 | I. Oscar Witte | Transcriptions |
| Wolf Associates Inc. | New York 17 Hollywood | 420 Madison Ave. 1491 N. Vine St. | Plaza 5-7620 Hollywood 0676 | Edward Wolf L. Wolfe Gilbert | Production |
| World Broadcasting System Inc. (Subsidiary of Decca Records Inc.) | New York 22 Chicago 11 Hollywood | 711 Fifth Ave. 301 E. Erie St. 1000 N. Seward St. | Wickersham 2-2100 Superior 9114 Hollywood 6231 | Percy L. Deutsch W. C. Hutchings M. Marquardt | Transcription Library, transcriptions, syndicated programs |
| World High Fidelity Recording Inc. | Montreal | 1159 St. Lawrence Blvd. | Lancaster 8833 | E. Phaneuf | Recording, film recording, production |
| Wright-Sonovox Inc. | Chicago 1 | 180 N. Michigan Ave. | Franklin 6373 | H. E. Stewart | Talking and singing sound |
| Wyrco Recording Studios | San Antonio 5 | 112½ W. Commerce St. | Garfield 9483 | M. Starr | Recording |
| Ben Yost Enterprises | New York 19 | 1650 Broadway | Circle 6-6532 | Ben Yost | Production |
| Frederic W. Ziv Co. | Cincinnati 2 New York Hollywood Cleveland | 2436 Reading Rd. 501 Madison Ave. 1680 N. Vine St. 1954 E. 82nd St. | University 6124 Plaza 3-9512 Olympia 4987 Cedar 3905 | Frederic W. Ziv John L. Sinn N. L. Rogers Sidney Freeman | Transcriptions, production, talent |
| KFEL | Denver 2 | Albany Hotel | Keystone 0178 | Eugene O'Fallan | Production, transcriptions, records, public relations |
| KMTR Recording Studios | Hollywood 38 | 1000 Cahuenga Blvd. | Hillside 1161 | Lyman Smith | Transcriptions, production, recording |
| KSTP Artists Bureau | St. Paul 2 | St. Paul Hotel | Cedar 5511 | David P. Stone | Talent, production |
| WFIL Broadcasting Co. | Philadelphia 7 | Widener Bldg. | Rittenhouse 6900 | Roger W. Clipp | Recording, production, transcriptions |
| WLS Artist Bureau | Chicago 7 | 1230 Washington Blvd. | Monroe 9700 | | Talent, production |
| WMCA Artists Bureau | New York 19 | 1657 Broadway | Circle 6-2200 | Charles S. Wilshin | Talent, production |
| WOR Entertainment Dept. | New York 18 | 1440 Broadway | Pennsylvania 6-8600 | Nathan M. Abramson | Talent, production, recording |
| WOR Recording Studios | New York 18 Hollywood 5 | 1440 Broadway 729 S. Western Ave. | Pennsylvania 6-1846 Fitzroy 4191 | Thomas M. Kelleher C. P. MacGregor | Recording, production, scripts, talent |



TOMMY DORSEY
records for
LANG-WORTH

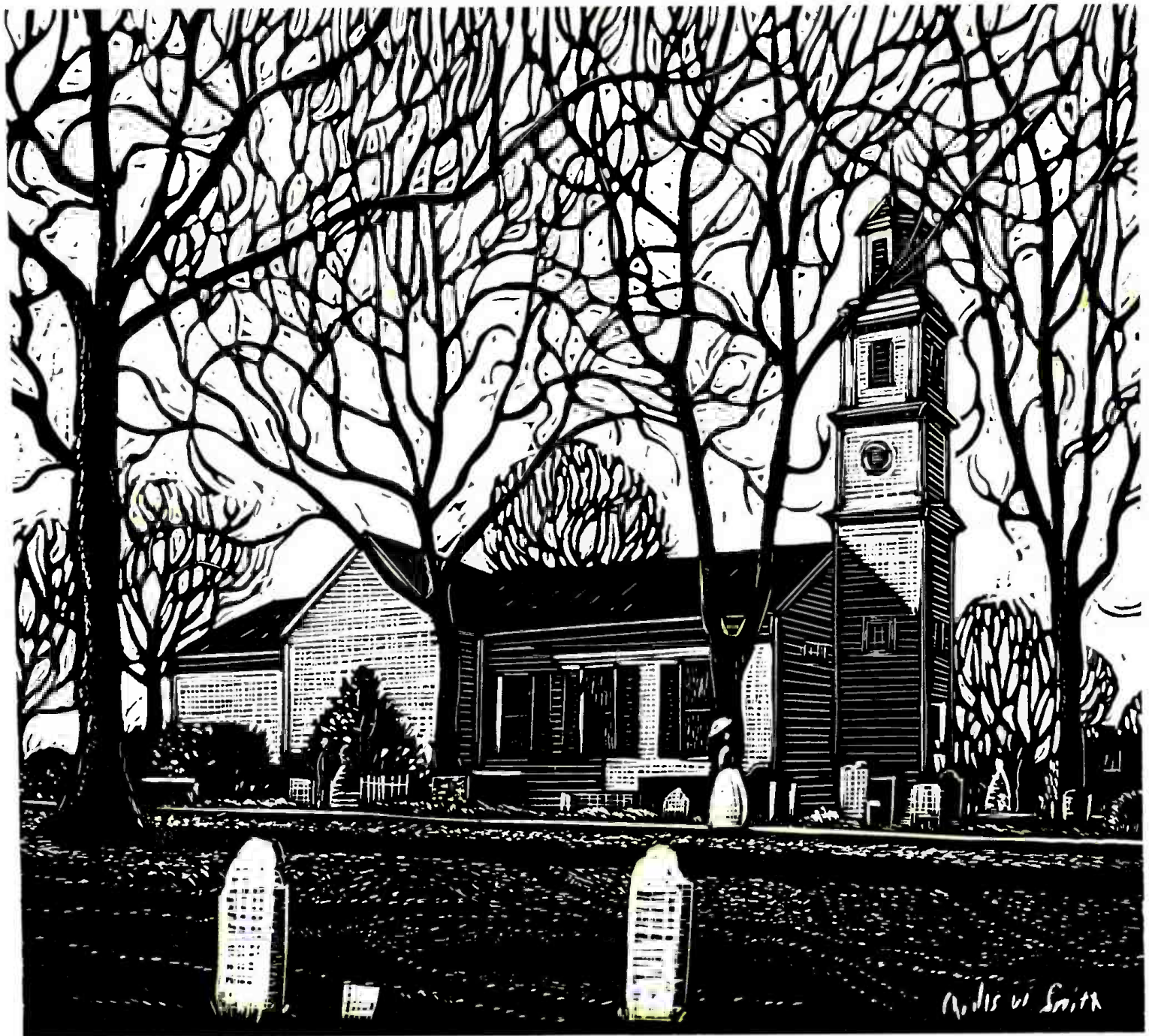


COUNT BASIE
records for
LANG-WORTH



VAUGHN MONROE
records for
LANG-WORTH

LANG-WORTH, INC. - 113 W. 57th St. N. Y. C.



ST. JOHN'S CHURCH, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"GIVE ME LIBERTY"

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty . . .
or give me Death" went ringing through the pages of history. Today, 169 years
later, the bells of this same church ring in Sunday morning services
on WRVA. Such associations form the character which makes WRVA a living
and breathing part of Virginia . . . an institution unique and great in radio.

50,000 WATTS . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA



WRVA

Being a Voice of some Importance from Richmond & Norfolk in Virginia:

Begs Leave to inform the Publick, most especially those with Goods for the Market, that in Matters pertaining to its Performance of a publick Service, *i. e.*, the Dissemination of Entertainment & Information to a far-flung and critical Audience, the aforefaid *Radio Station* dedicates its finest Efforts.

Now, inasmuch as the Traditions and Culture of the *Old South* are a Matter of much Portent to the possible Purveyors of assorted Services and fundry Commodities in the Market Place, we deem it most proper here to remark that this Station has successfully wedded such Traditions and Culture to the modern Competency of the present Day.

This Blending of the Old with the New has begotten a Character and Distinction which gives more than fair Value to a shrewd Spending of Broadcasting-Dollars. And it is upon this Premise that we solicit the continued Business of our constant Customers and others who will do us the Pleasure of employing our Services.

Amongst other Things supplied by this Station are the fine Services of the *Columbia Network*.

For those of Areas whence it is inconvenient to contact this Station direct, our Agents, the *Paul H. Raymer Co.*, maintain Offices in principal Cities.

WRVA



Radio Highlights and Headlines: 1944

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 1—Time Inc. and Chester J. LaRoche, former head of Young & Rubicam, each acquire 12½% interest in Blue Network from Edward J. Noble, principal owner. Each paid price of \$500,000 cash, with Mr. LaRoche becoming chairman of executive committee and operating head.

Jan. 1—Blackett-Sample-Hummert Agency dissolved with Dancer-Fitzgerald-Sample formed to take over operations, including substantial radio business. Hill Blackett Agency also formed at same time.

Jan. 3—Largest number of radio homes in history—32,500,000—estimated for 1944 despite wartime freezes and tube and parts shortages.

Jan. 12—E. K. Jett, Chief Engineer of the FCC, nominated by President Roosevelt to succeed George H. Payne as member of FCC. Senate confirmed nomination Feb. 11.

Jan. 13—FCC dismisses newspaper divorce proceedings by unanimous vote, leaving way open for newspapers to participate in all licensed radio, with applications to be considered on individual merits. It thus terminates uncertainty which had existed since March 1941 when newspaper order originally was issued.

Jan. 17—NBC, following consultation with its Stations Planning and Advisory Committee, discloses it will make its programs, both commercial and sustaining, available to FM stations operated by present standard band affiliates with no additional sponsor cost until audiences of both stations increase to point where rate adjustments become desirable. Other networks subsequently followed suit.

Jan. 17—Television Broadcasters Assn. Inc. formed to encourage development of video art, with Allen B. DuMont first president.

Jan. 26—FM Broadcasters Inc. holds first annual meeting in New York with gross attendance of 750.

Jan. 26—Broadcast equipment freeze order eased by FCC and War Production Board in simultaneous announcements providing that conditional grants for new stations or change of facilities involving critical materials will be authorized where it is shown they will "serve an outstanding public need or national interest."

Jan. 31—Nearly a fourth of radio's 25,000 regularly employed personnel listed as in the armed forces or in Government service, according to BROADCASTING Yearbook poll.

Feb. 2—New York Times enters radio field through acquisition of WQXR and WQXQ New York from John V. L. Hogan and associates for approximately \$1,000,000.

Feb. 3—John Harold Ryan, Assistant Director of Censorship, and vice-president on leave of the Fort Industry Co., operating seven stations, is unanimously elected NAB president by the Association's board of directors to serve until July 1, 1945. He succeeded Neville Miller,

first paid president, who had served since 1938.

Feb. 3—House Select Committee to Investigate the FCC reveals for first time that it will institute a sweeping investigation of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Chairman of the Board of the Blue Network Co. Inquiry held intermittently during the year, with many high figures in public life called.

Feb. 7—Broadcast advertising in 1943 reached a total of \$233,900,000 net time sales, or 21.8% ahead of the 1942 high. Gross time sales totaled \$307,191,000 as compared with \$254,800,000.

Feb. 16—George P. Adair, Assistant Chief Engineer in charge of broadcasting, is elevated to Chief Engineer of FCC, succeeding Commissioner E. K. Jett.

Feb. 23—John E. Fetzer, owner of WKZO Kalamazoo, named Assistant Director of Censorship in charge of radio by Byron Price, Director of Censorship.

Feb. 23—Eugene L. Garey, of New York, general counsel of House Select Committee to Investigate the FCC, resigns on ground that committee inquiry is a "sheer white-washing affair". Chairman E. E. Cox (D-Ga.) previously had resigned the committee chairmanship. John J. Sirica, Washington attorney, subsequently named general counsel.

Feb. 23—Nation's 52 stations operating with 50,000 w on clear or duplicated clear channels average individual net time sales of approximately \$1,000,000 during 1943, according to FCC analysis.

March 1—Retention of its policy of affiliate-network relationship in eventual establishment of nationwide television network to get under way with the war's end announced by NBC. Position enthusiastically received by affiliated stations following presentation at session in New York.

March 1—Time Inc. endows a two-year study in freedom of the press by an independent commission, headed by Robert K. Hutchins, president of the University of Chicago. Robert D. Leigh, former director of Foreign Broadcast Intelligence Service of FCC, named director.

March 2—Marshall Field, Chicago merchant prince and publisher of the Chicago Sun and of PM, purchases WJJD Chicago for \$700,000 from Ralph L. Atlas and associates. Subsequently he purchased WSAI Cincinnati for \$550,000.

March 6—C. E. Hooper, radio survey expert, touches off industry-wide controversy in urging that stations clean out "funny money" programs.

March 10—National War Labor Board, by split 2-1 vote, orders James C. Petrillo's American Federation of Musicians to terminate its recording strike to the end that conditions prevailing on July 31, 1942 be restored. Petrillo later refused to obey order.

March 11—Raymond Gram Swing, Blue commentator, WLW Cincinnati, and WMAZ Macon, receive \$1,000 Alfred I. duPont radio awards for 1943.

March 13—AT&T divulges plans for coaxial cable facilities adequate to provide television network service in the postwar era. A five-year plan entailing installation of some 7,000 miles of cable at an estimated cost of \$100,000,000 was outlined.

April 17—Survey of advertising agencies reveals most of them are prepared to enter television on substantial basis as soon as war conditions permit.

April 21—Army and Navy abolish requirement that disclaimers be used on commercial programs presenting armed forces personnel.

April 22—Record-breaking transaction for local outlet completed with sale of WINX Washington by Lawrence J. Heller to Eugene Meyer, editor and publisher of the Washington Post, for \$500,000 cash.

April 25—Harold V. Hough, manager of WBAP-KGKO Fort Worth, is given newspaper-radio distinguished service award for directing and winning newspaper ownership fight before FCC.

April 25—Eugene Pulliam, owner of WIRE Indianapolis, acquires Indianapolis Star and Muncie Star for \$2,500,000.

April 27—Deep interest in radio, particularly FM and facsimile, evidenced at annual convention of American Newspaper Publishers Assn. in New York. Publishers are informed by radio spokesmen of kinship of two media.

May 1—Five of eight major citations for 1943 George Foster Peabody awards for outstanding service go to CBS stations and programs, with NBC, Blue and KYA San Francisco also cited. Bob Hope receives special citation for military camp tours.

May 1—Commissioner E. K. Jett of FCC predicts two commercial systems of television—one to get under way when wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war. It touches off fight of proponents of "upstairs" high-definition television as opposed to "downstairs" pre-war standards.

May 5—Commissioner Clifford J. Durr of the FCC tells Ohio Institute for Education by Radio that radio "is steadily and rapidly becoming less free as it demonstrates its value as an effective and extremely profitable advertising medium."

May 8—Networks pool facilities to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (now Brig. Gen.) David Sarnoff, who later was awarded Legion of Merit for outstanding attainments.

May 8—Commissioner T. A. M. Craven indicates intention not to

seek reappointment upon expiration of his term June 30. Later became executive vice-president of Cowles Broadcasting Co.

May 8—Petrillo discloses plan for AFM to install "pancake turners" in all stations to make jobs for 2,000 at AFM scale. Precipitated a fight with NABET, which resulted later in National Labor Relations Board ruling favoring latter except in Chicago, where musicians had been used as record turners.

May 19—Half-dozen station transfers involving \$1,725,000 completed in week, subject to FCC approval. Deals included sale of WPEN Philadelphia by Arde Bulova to Philadelphia Bulletin for \$620,000; WNBC Hartford by Bulova to W. O'Neil, General Tire president and Yankee Network owner, for \$220,000; WHOM Jersey City to Cowles Broadcasting Co. for \$350,000, and

KEX Portland by Portland Oregonian to Westinghouse for \$400,000. All transactions subsequently approved.

May 23—Revised White-Wheeler bill to amend Communications Act, which would substitute a five-man commission for the present seven-man agency and drastically change radio's method of programming and operation, is reported by Senate Interstate Commerce Committee. Measure, which would ban sponsorship of news and commentators and curtail clear channel operations, died with the ending of the session because of opposition from all sides.

May 26—Blue Network purchases KECA Los Angeles from Earle C. Anthony for \$800,000 cash as a result of FCC's duopoly order.

May 31—Acquisition of all of the outstanding capital stock of BROADCASTING by Sol Taishoff and his wife, Betty Tash Taishoff, from Martin Codel and his wife was consummated. Mr. Taishoff became publisher as well as editor of BROADCASTING.

June 6—History's mightiest military operation—invasion of France by Gen. Eisenhower's forces—found radio primed for its greatest spot news "documentary" coverage in its history. Simultaneously, the Allied Expeditionary Forces inaugurated a broadcasting service on the continent to all allied troops under the direction of Col. Ed Kirby, former NAB public relations director.

June 8—Neville Miller, former president of the NAB, named senior deputy chief of UNRRA, Balkan Mission, with headquarters in Cairo.

June 9—J. Leonard Reinsch, managing director of the James M. Cox radio stations, named radio director of the Democratic National Committee under Paul A. Porter, publicity director, who later became chairman of the FCC.

June 16—Radio listening for invasion week was well over normal according to special survey made by C. E. Hooper Inc. On D-Day sets

(Continued from page 336)

ECONOMICAL COVERAGE OF
THE ROME, GEORGIA, MARKET
- ONE OF THE BRIGHT, NEW
SOUTHERN MARKETS THAT
DESERVE INVESTIGATION

WRGA

THE MUTUAL NETWORK

Rome, Georgia

America's Best
Test Market --

✓ EASY TO HANDLE ✓ EASY TO CHECK

WMAN

MANSFIELD, OHIO

BLUE NETWORK

In the Heart
of Ohio



(Continued from page 335)

in use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

June 20—Failure of the Army or its advertising agency, Young & Rubicam, to include radio in its appropriation for WAC recruiting, with the entire budget earmarked for newspapers, results in campaign spearheaded by NAB to end discrimination. Controversy which ensued resulted in placement of portion of schedule on stations.

June 20—CBS and Blue advise FCC they favor common operation for AM and FM stations which are jointly owned. Stand supports position taken by NBC [BROADCASTING, Jan. 17].

June 27—Republican National Committee, coincident with its nomination of Gov. Thomas E. Dewey of New York as standard-bearer, adopted a strongly-worded free radio plank.

June 30—WMT Cedar Rapids, Iowa, and WOL Washington are exchanged without substantial monetary consideration. Cowles Broadcasting Co. acquired Washington outlet from Mrs. LeRoy Mark in exchange for the Iowa CBS outlet.

July 5—Daniel Joseph Danker, 41, Pacific Coast vice-president and director of J. Walter Thompson Co., Hollywood, died following heart attack in his Beverly Hills hotel apartment.

July 12—McKesson & Robbins votes largest appropriation in history—\$2,500,000—with bulk to radio.

July 13—Ban on middle commercials in sponsored news broadcasts invoked by WJR Detroit, effective Sept. 1.

July 14—Ted R. Gamble, national director of Treasury War Finance Division, lauds radio's job as "bigger than ever before" in Fifth War Loan drive.

July 17—FCC Chairman James Lawrence Fly plans to resign to enter private law practice in New York. He subsequently resigned Nov. 15 and was succeeded by Commissioner E. K. Jett as interim chairman.

July 22—William S. Paley, on leave as president of CBS, returns to United States for short stay after having been in European theatre since November 1943 as Chief of Radio, Psychological Warfare Division, SHAEF.

July 25—Congress is notified by FCC that unless there are specific legislative instructions it feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "inordinately high".

July 25—D. E. (Plug) Kendrick, 46, owner of WINN Louisville and a veteran broadcaster, dies in Louisville following a long illness.

July 28—National War Labor Board orders James C. Petrillo to end strike of musicians at KSTP St. Paul—another ruling later ignored by the AFM head.

Aug. 4—Efforts of CIO to invade radio on all sides revealed in publication of Political Action Committee *Radio Handbook*, telling labor unions how to get free radio time and urging them to get in on ground floor of FM.

Aug. 11—Post-war preliminary al-

locations plan of Interdepartment Radio Advisory Committee (IRAC) makes no provision for facilities for international shortwave broadcasting but proposes that programs be relayed to foreign countries for domestic distribution. IRAC plan also touches off controversy between FM and television for 50 megacycles area in spectrum.

Aug. 23—President Roosevelt and Gov. Dewey, as respective party candidates, hail radio's war service in letters to NAB Executives War Conference in Chicago Aug. 28-31.

Aug. 28—Rep. Clarence F. Lea, chairman of House Interstate & Foreign Commerce Committee and Select Committee to Investigate FCC, urges definite radio legislation to supplant 1934 Communications Act.

Aug. 29—Standard plan of station measurement—later named Broadcast Measurement Bureau—supported by NAB Executives War Conference. Project later approved by American Assn. of Advertising Agencies and Assn. of National Advertisers. Plan will entail one million postcard survey biennially, at estimated cost of \$1 each, with bill to be paid by broadcasting industry. Separate bureau and staff to be set up.

Aug. 31—FM and television absorb broadcasters at NAB Executives War Conference in Chicago, attended by 1,100.

Sept. 11—Republican nominee Thomas E. Dewey, in exclusive interview with BROADCASTING, supports free radio and revised, more liberal law. Opposes Government entry into programming or business aspects.

Sept. 20—Blue Network realigns high command, with Chester J. LaRoche, former Young & Rubicam head, as vice-chairman in charge of operations. Edward J. Noble, principal owner, Mark Woods, president, and Edgar Kobak, executive vice-president, retain titles.

Sept. 25—Change in name of Blue Network to American Broadcasting Co. (American Network) predicted as company acquires rights to similar names from other holders and purchases name "American Network Inc." from dissolved FM project. FCC on Dec. 19 approved voluntary assignment of licenses of WJZ New York, WENR Chicago, KGO San Francisco, KECA Los Angeles from Blue Network Co. to American Broadcasting Co.

Sept. 28—Allocation hearings to shape future development of all broadcast services begin before FCC and continue for five weeks.

Oct. 2—Movement, fostered largely by broadcasters, to set up in radio noncommercial organization comparable to Academy of Motion Picture Arts and Sciences started in New York and Hollywood. Plan is to establish system of official awards of merit comparable to "Oscar" awards in motion picture field.

Oct. 4—President Roosevelt makes personal appeal to Petrillo to comply with NWLB back-to-work directive in recording strike. Petrillo subsequently rejected plea.

Oct. 12—Muzak, headed by William B. Benton, chairman of *Encyclopedia Britannica* and vice-president of U. of Chicago, proposes "subscription radio" service on three FM channels in FCC allocation hearing. Service would be provided

(Continued on page 338)

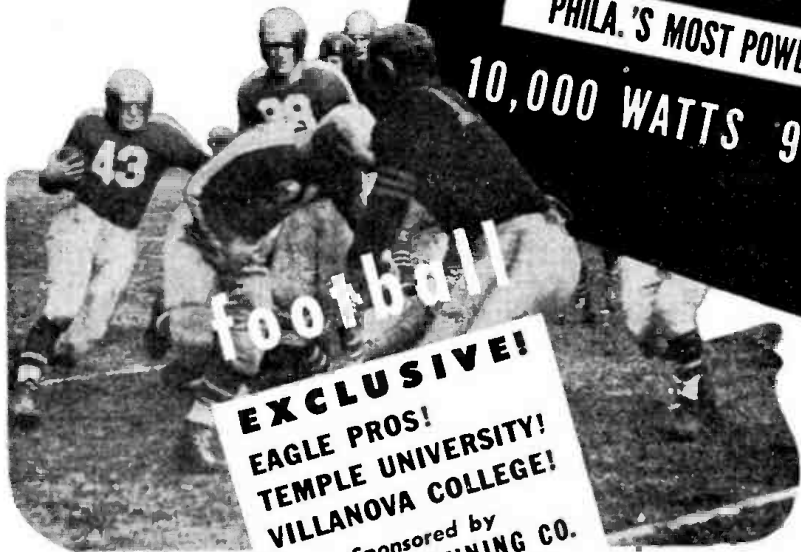


baseball

EXCLUSIVE!
ALL ATHLETICS AND
PHILLIES HOME GAMES
Sponsored by
ATLANTIC REFINING CO.

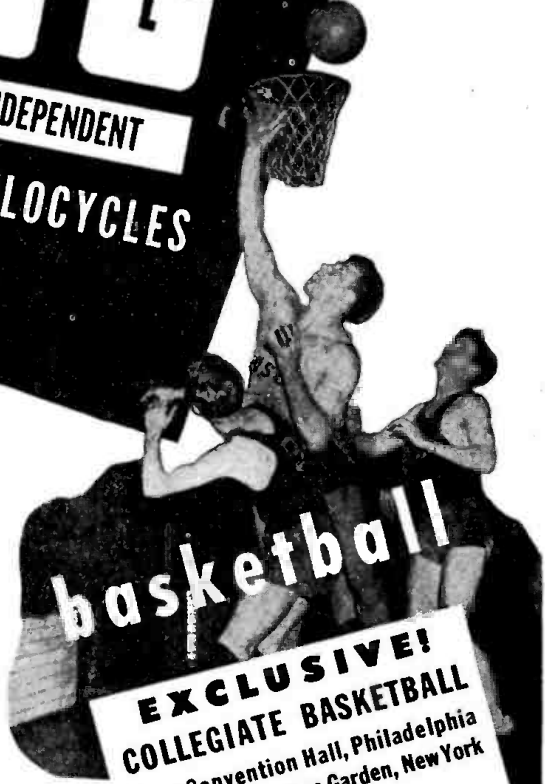
In Philadelphia Sports means **WIBG**

PHILA.'S MOST POWERFUL INDEPENDENT
10,000 WATTS 990 KILOCYCLES



football

EXCLUSIVE!
EAGLE PROS!
TEMPLE UNIVERSITY!
VILLANOVA COLLEGE!
Sponsored by
ATLANTIC REFINING CO.



basketball

EXCLUSIVE!
COLLEGIATE BASKETBALL
From Convention Hall, Philadelphia
and Madison Square Garden, New York
Sponsored by
TIDEWATER OIL COMPANY

● The sales-minded station in the sports-minded third largest market! Listeners know "if it's sports, you can hear it on WIBG." Combined with alert news coverage, plenty of music . . . and announcers with sales-ability, that's the story of Philadelphia's Best Radio Buy!

REPRESENTED BY (In New York) JOSEPH LANG, • (Nationally) SPOT SALES INC.

NEWS! MUSIC! WIBG IS THE STATION!

(Continued on page 336)
 at about 5 cents per day with only subscribers, who would rent receivers, getting three-ply program service. Other receivers would pick up heterodyne or "pig squeal" on channels on which subscription radio would be broadcast.

Oct. 13—President Roosevelt strikes back at Petrillo's refusal to call off recording strike and orders new legal study to explore possible action.

Oct. 16—President Roosevelt reaffirms belief radio can be effective in a democracy only "if it is free of all arbitrary restrictions, whether Governmental or private."

Oct. 22—Radio scores new triumph in split-second war coverage of MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic. Maj. A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23—Morrie Pierce, vice-president of WJR Detroit, WGAR Cleveland, KMPC Hollywood, on leave as chief engineer for Psychological Warfare Branch, OWI, arranges for American capture of Radio Luxembourg, marking his second conquest of the war. In September 1943 he ingeniously planned the radio operation which brought about surrender of the Italian fleet.

Nov. 2—FCC concludes five weeks of hearings on postwar allocations. Immediately plunges in to clear up

conflicting space demands with likelihood of proposed report in early January.

Nov. 6—Sen. Burton K. Wheeler (D-Mont.), chairman of Senate Interstate Commerce Committee, assails radio as monopolistic and "dollar hungry" in 10-point indictment published in *The Progressive*—La Follette weekly.

Nov. 7—Greatest audience in history hears Presidential election returns which swept Franklin D. Roosevelt into his fourth term. C. E. Hooper Inc. placed audience at 50.3% for the hours from 7-10:30 p.m. compared with previous Hooper high of 37.5% sets in use on D-Day and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Nov. 11—RCA and Columbia Recording Co. capitulate to Petrillo demands to terminate recording strike and accept under virtual duress provisions for payment of royalties into private AFM fund estimated at \$4,000,000 per year. Surrender came after companies despaired of Government relief.

Nov. 16—Paul A. Porter, former CBS Washington counsel, Government official and publicity director of the Democratic National Committee, nominated by President Roosevelt to succeed Fly as FCC chairman. When Congress adjourned Dec. 19 without considering nomination, President Roosevelt gave Porter recess appointment as chairman and he took office Dec. 21.

Nov. 20—Robert E. Freer, Federal Trade Commission chairman, praises radio advertising in New York address but stresses necessity for truth in advertising and for full disclosures on air.

Nov. 22—Wilton E. Hall, owner of WAIM Anderson, S. C., and newspaper publisher of that city, appointed by Gov. Olin D. Johnston to Senate to fill unexpired term of the late Sen. Cotton Ed Smith.

Nov. 24—WWJ Detroit bans all transcribed announcements effective Feb. 1 and stirs up industry-wide controversy. Other stations later follow suit.

Nov. 24—National Labor Relations Board smashes Petrillo plans to force hiring of platter-turners at stations by giving NABET jurisdiction in all areas save Chicago. Strike threat immediately looms as Petrillo again defies Board.

Nov. 28—House probe of FCC closed to public. John J. Sirica, general counsel of the Committee, denouncing the Committee's action, resigns in open session.

Dec. 1—Robert D. Swezey, general counsel of the Blue, named vice-president and assistant general manager of Mutual by its new president, Edgar Kobak. Phillips Carlin, former program vice-president of the Blue, moves to Mutual in similar post.

Dec. 4—WJZ New York following WWJ move against transcriptions, bans chainbreak spots from 8 to 10 p. m., permitting only time signals.

Dec. 4—Senate Interstate Commerce Committee unanimously reports out bill (S-1957) by Sen. Vandenberg (Rep. Mich) prohibiting AFM's Petrillo from interfering with the broadcasting of non-commercial cultural programs by educational institutions.

Dec. 11—Lt. Noren E. Kersta, USMCR, former manager of the NBC television department, calls upon video interests to get together on compromise plan which will speed development of art. Plan he proposes in exclusive BROADCASTING story draws attention of NBC-CBS video policy makers.

Dec. 11—J. Harold Ryan, NAB president, calls upon radio to employ its ingenuity in observing the art's 25th anniversary beginning on Jan. 1, 1945; issues special musical theme, projecting motif of "V for Victory" and symbolic banner to be employed by stations in promoting observance.

Dec. 13—FCC adopts sponsor identity rule, interpreting provision of Sec. 317 of the Communications Act of 1934, with amendments.

Dec. 15—Six major stations join Blue Network, 5 of them switching affiliation from CBS and MBS. Six are KRNT Des Moines, WNAX Yankton, WCOP Boston, all properties of Cowles Broadcasting Co.; WFTL Miami of the Fort Industry Co.; WPDQ Jacksonville and WLAW Lawrence. Switch seen as presaging network scramble for new affiliates. Contracts signed Dec. 15, first date permitting such negotiations under FCC rules put into effect June 15, 1943.

Dec. 15—NBC-Blue given ultimatum by NABET that unless jurisdiction of turntable operations granted union immediately, there will be strike.

Dec. 15—Broadcast Measurement Bureau meets to approve charter.

Dec. 18—Rosel H. Hyde, veteran assistant general counsel of FCC, seen as best winter bet to succeed Comdr. T. A. M. Craven to Commission.

Dec. 18—Television Broadcasters Assn. Inc. conducts first annual convention at the Commodore Hotel in New York, drawing 750 delegates and over 300 additional guests, mostly from ranks of movies, manufacturers and advertising agencies. Speakers call for united effort to develop new video art. J. R. Poppele, chief engineer of WOR New York and chairman of the convention, elected president succeeding Allen B. DuMont of DuMont Research Labs.

Dec. 25—FCC denies request of NBC and Cowles Broadcasting Co. seeking relief amendments to two of the network regulations, upheld by Supreme Court in prior action May 10, 1943.

Dec. 25—J. Leonard Reinsch, managing director of Cox stations and former radio director Democratic National Committee for 1944 presidential campaign calls upon stations to plan now for 1948 campaign in the interest of better political coverage.

Dec. 25—NABET-network-Petrillo platter turner issue still spinning with Blue's president, Mark Woods, asking stations and NAB to keep out of controversy. Blue's strategy obviously to get matter into courts.

Dec. 31—Survey of radio outlook for 1945 by BROADCASTING indicates another record year in billings but with emphasis on war programming. Gross billings in 1944 estimated at about \$350,000,000.



And You Can Reach It Now!!

★ DAYTON, OHIO—one of the key war production centers of the nation.

FOR "BUSINESS GETTING" COVERAGE IT'S WHO IN DAYTON

Write for Facts & Figures

W H I O

5000 WATTS
1290 ON THE DIAL

A BASIC CBS STATION
UP-INS-PA NEWS COVERAGE

G. P. Hollingsbery Co., Representatives
Harry S. Cummings, Southeastern Representative

●

TO ENABLE US TO
SERVE YOU BETTER,
PLEASE SEND CHANGE
OF ADDRESS NOTICE
TWO WEEKS IN ADVANCE. WE'LL DO
OUR UTMOST TO
REACH YOU AT YOUR
NEW ADDRESS ON
TIME.

●

**BROADCASTING
MAGAZINE**

Unions And Labor Groups Dealing in Radio Fields

| Name of Organization | Affiliation | Address Telephone No. | Executive | Associated Actors & Artistes of America | AFL | Address Telephone No. | Executive |
|--|-------------|--|--|--|---------|--|---|
| American Federation of Labor | AFL | 901 Mass. Ave. N.W. Washington, D. C. National 3870 | William Green, Pres. | Associated Actors & Artistes of America | AFL | 45 W. 47th St. New York City Bryant 9-3550 | Paul Dullzell, Pres. |
| Congress of Industrial Organizations | CIO | 718 Jackson Pl., N.W. Washington, D. C. Executive 5581 | Philip Murray, Pres. | National Assn. of Broadcast Engineers & Technicians | (NABET) | 1500 N. Vine St. Hollywood, Cal. Granite 7273 | J. H. Brown, Pres. |
| American Communications Association | CIO | 5 Beekman St. New York City Courtland 7-1374 | Joseph P. Selly, Pres. | <i>Organisations affiliated with Associated Actors & Artistes of America</i> | | | |
| International Brotherhood of Electrical Workers | AFL | 1200 15th St. N.W. Washington, D. C. District 3766 | E. J. Brown, Pres. | Actors Equity Assn. | AFL | 45 W. 47th St. New York City Bryant 9-3550 | Bert Lytell, Pres. Paul Dullzell, Ex. Secy-Treas. |
| American Federation of Musicians | AFL | 570 Lexington Ave. New York City Plaza 8-0000 | James C. Petrillo, Pres. | American Federation of Radio Artists | AFL | 2 W. 45th St. New York City Vanderbilt 6-1810 | Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy. |
| International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators | AFL | 630 Fifth Ave. New York City Circle 5-4370 | Richard F. Walsh, Pres. | American Guild of Musical Artists Inc. | AFL | 2 W. 45th St. New York City Murray Hill 2-8407 | Lawrence Tibbett, Pres. |
| Radio Writers' Guild of the Authors League of America | | 6 E. 39th St. New York City Murray Hill 5-6930 360 N. Mich. Ave Chicago Central 6709 1655 N. Cherokee Ave. Hollywood | Peter Lyon, Nat'l Pres. Robert Newman, V.P. Eastern Region Pauline Hopkins, V.P. Mid-Western Region | American Guild of Variety Artists | AFL | 1007 Broadway New York City Circle 6-7130 | Matt Shelvev. National Director |
| American Newspaper Guild | CIO | 63 Park Row New York City Rector 2-0491 | Milton Murray, Pres. | Radio Directors Guild | | 114 E. 52nd St. New York 22 Plaza 3-4300 1537 N. Vine St. Hollywood 28 Hillside 2183 | Jerry Devine, Pres. Wm. Robson, V.P. Don Bernard, Pres. Paul Frankel, V.P. |
| | | | | Screen Actors Guild | AFL | 7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311 545 Fifth Ave. New York City Murray Hill 2-0184 | George Murphy, Pres. John L. Dales Jr. Ex. Secy. Mrs. Florence Marston, Eastern Representative |
| | | | | United Office & Professional Workers of America | CIO | 1860 Broadway New York City Circle 7-4395 | Lewis Merrill, Pres. |

Members of FEDERAL COMMUNICATIONS BAR ASSN. (Washington Attorneys Only)

Asterisk (*) indicates now in military service
For Officers and Directors, see page 445

Albertson, Fred W., Munsey Bldg. Telephone: Metropolitan 3535.
Bailey, Clyde S., National Press Bldg. Telephone: National 7257.
*Baldwin, James W., 5501 Lincoln Ave., Bethesda, Md. Telephone: Wisconsin 2728.
Bastian, Walter M., National Press Bldg. Telephone: National 3625.
Beehoffer, B. G., 3107 Cleveland Ave., N.W. Telephone: Ordway 8662.
Beebe, Raymond N., 815 Fifteenth St., N. W. Telephone: National 4056.
*Beelar, Donald C., 5047 Sedgwick, N.W. Telephone: Woodley 6446.
Bennett, Andrew W., Edmonds Bldg. Telephone: Republic 3607.
Benton, John E., New P. O. Bldg. Telephone: National 7326.
Bingham, Herbert M., Tower Bldg. Telephone: District 2141.
Blanton, Matthews, Earle Bldg. Telephone: National 8417.
Brady, John E., Colorado Bldg. Telephone: National 4806.
Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.
Cambron, Charles Ray, 355 Senate Office Bldg. Telephone: National 8120.
Canfield, Austin F., Woodward Bldg. Telephone: District 3184.
Carson, Byron G., Tower Bldg. Telephone: National 0080.
Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.
Cohen, Lester, Colorado Bldg. Telephone: National 2006.
Coleman, J. Randolph, Jr., 725 18th St., N. W. Telephone: Metropolitan 9900.
Colladay, Edward F., 1831 G St. N. W. Telephone: National 0790.
Curry, John R., Shoreham Bldg. Telephone: National 7321.
Dalberg, Melvin H., National Press Bldg. Telephone: National 3431.
David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.
Dempsey, Wm. J., Bowen Bldg. Telephone: Republic 6368.

Denslow, L. Alton, Colorado Bldg. Telephone: National 9127.
Diamond, Sidney A., 1627 K St., N.W. Telephone: Executive 2715.
Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.
Driscoll, H. D., 1025 Conn. Ave., N.W. Telephone: National 7128.
Duvall, Charles F., Earle Bldg. Telephone: District 4234.
Fisher, Ben S., Earle Bldg. Telephone: District 4234.
*Fletcher, Frank U., Munsey Bldg. Telephone: Metropolitan 0023.
Foley, James F., Arlington Village, Arlington, Va. Telephone: Chestnut 7500.
Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.
Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.
Granik, Theodore F., 1627 K St. N. W. Telephone: Republic 5995.
*Guider, John W., 34 Kalorama Circle. Telephone: Dupont 3616.
*Hanley, Andrew G., Earle Bldg. Telephone: National 5535.
Hanley, James H., Tower Bldg. Telephone: Metropolitan 2840.
Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.
Hart, David A., 815 Fifteenth St., N.W. Telephone: National 1955.
Havden, James J., 112 E. Bradley Lane, Chevy Chase, Md. Telephone: Wisconsin 2614.
Heftron, Edward J., 1312 Massachusetts Ave. N. W. Telephone: Republic 5553.
Hennessey, Philip J., Jr., Woodward Bldg. Telephone: District 5405.
*Hidako, Edward K.
Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.
Horne, Richard C., Jr., McGill Bldg. Telephone: National 6719.
*Hurley, John J., 4717 S. Chelsea Lane, Bethesda, Md. Telephone: Wisconsin 3032.
Hyde, Rosel H., FCC, Telephone: Executive 3620.

Jameson, Guilford S., Investment Bldg. Telephone: National 6322.
Jansky, Maurice M., 815 15th St. Telephone: National 4056.
Jevons, Richard A., 1812 Saratoga Ave., N. E. Telephone: Dupont 5496.
Johnson, Walter, Star Bldg. Telephone: Metropolitan 1906.
Johnston, E. D., National Press Bldg. Telephone: Metropolitan 1464.
*Keller, Joseph E., Munsey Bldg. Telephone: Metropolitan 3722.
*Koplovits, Wm. C., Bowen Bldg. Telephone: Republic 6363.
Landa, Alfons B., 815 Fifteenth St., N. W. Telephone: National 4056.
Leahy, William E., Shoreham Bldg. Telephone: District 0558.
LeRoy, Howard S., Colorado Bldg. Telephone: National 9127.
Littlepage, John M., Investment Bldg. Telephone: District 3723.
*Littlepage, Thomas P. Jr., Investment Bldg. Telephone: District 3723.
Lohnes, Horace L., Munsey Bldg. Telephone: Metropolitan 3535.
Loucks, Philip G., National Press Bldg. Telephone: Metropolitan 1070.
Lovett, Elliot C., 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.
May, Robert E., Shoreham Bldg. Telephone: Republic 4123.
McCormick, H. L., 1901 Glebe Rd., Arlington, Va. Telephone: Chestnut 0877.
Miller, Neville, NAB, 1760 N St., N. W. Telephone: National 2080.
Montfort, Louis E., Munsey Bldg. Telephone: National 9280.
O'Connor, John, Washington Bldg. Telephone: Republic 1080.
*Patrick, Duke M., 2737 Devonshire Place, N. W. Telephone: Adams 4110.
Pierson, W. Theodore, Munsey Bldg. Telephone: Republic 3834.
Place, Russell P., NAB, 1760 N St., N. W. Telephone: National 2080.
Porter, George B., Earle Bldg. Telephone: National 5535.
Porter, Paul A., 6001 Broad Branch Rd., N. W. Telephone: Woodley 7911.
*Porter, William A., Bowen Bldg. Telephone: Metropolitan 3475.
*Powell, Bolling R. Jr., P. O. Box 416, Vienna, Va. Telephone: Vienna 198-W.
Pratt, Elmer W., Second National Bank Bldg. Telephone: National 0790.
*Prime, E. Gardner.
*Proffit, James L., 1210 Massachusetts Ave., N. W. Telephone: District 5003.
Roberson, Frank, Munsey Bldg. Telephone: Metropolitan 0023.
Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.
*Russell, Percy H. Jr., National Press Bldg. Telephone: Metropolitan 1464.
*Scharfeld, Arthur W., National Press Bldg. Telephone: Metropolitan 1070.
*Schroeder, Arthur H., 3823 S Street, N. W. Telephone: Emerson 6452.
Scott, Frank D., Munsey Bldg. Telephone: National 7533.
*Segal, Paul M., Woodward Bldg. Telephone: District 5405.
Shea, George F., Tower Bldg. Telephone: District 2400.
Smith, George S., Woodward Bldg. Telephone: District 5405.
Smith, Karl A., Colorado Bldg. Telephone: National 2006.
Smith, William Montgomery, Shoreham Bldg. Telephone: National 0928.
Southmayer, John P., Earle Bldg. Telephone: District 4234.
Spearman, John C., Munsey Bldg. Telephone: Metropolitan 0023.
Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.
Stallenwerck, Frank, National Press Bldg. Telephone: National 7846.
Sutton, George O., National Press Bldg. Telephone: National 7949.
Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.
Tumulty, Joseph P., Jr., 1317 F St. N. W. Telephone: National 2121.
Van Den Berg, George, Evans Bldg. Telephone: District 4163.
Van Orsdel, Ralph A., 725 Thirteenth St. N. W. Telephone: Metropolitan 9906.
Waddell, James E., Bowen Bldg. Telephone: National 2968.
*Walker, Ralph L., FCC, Telephone: Executive 3620.
*Warner, Harry P., Woodward Bldg. Telephone: District 5405.
Wayland, Charles V., Earle Bldg. Telephone: District 4234.
Welch, Francis X., Munsey Bldg. Telephone: National 0527.
Wheat, Carl I., Shoreham Bldg. Telephone: Republic 4123.
Wheeler, Edward K., Bowen Bldg. Telephone: Metropolitan 3476.
Willebrandt, Mabel Walker, Shoreham Bldg. Telephone: National 0528.
Williams, A. Rea, Investment Bldg. Telephone: District 3723.
*Wilson, Thomas Winfield, Munsey Bldg. Telephone: Metropolitan 3535.
Wright, James Warren, Bureau of Ships, Navy Dept. Telephone: Republic 7400.
*Yourd, Kenneth L., CBS, Earle Bldg. Telephone: Metropolitan 3200.

REGIONAL NETWORKS OF THE UNITED STATES

(For rates and details, consult stations or headquarters indicated)

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; L. D. Bradbury, KTAR, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KFFA, Helena, Ark.; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

CONNECTICUT STATE NETWORK—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELL, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bonduant, WHO. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN, Mnpls.-St. Paul; KATE, Albert Lea; KWIM, Willmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

DANIEL BOONE REGIONAL NETWORK—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General manager, Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc., and (Southeast) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

DON LEE BROADCASTING SYSTEM—Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPAC, Bakersfield; KVOE, Santa Ana; KKO, El Centro; KVEC, San Luis Obispo, Northern California; KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. Northwest (Oregon): KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBNO, Bend; KSLM, Salem. Northwest (Washington): KOL, Seattle; KMO, Tacoma; KIT, Yakima; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KUJ, Walla Walla; KWAL, Wallace, Idaho, and KRLC, Lewiston, Idaho. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KVVU, Logan; all in Utah; KID, Idaho Falls, Idaho; KVRB, Rock Springs, Wyo. Offices: 248 S. Main St., Salt Lake City, and Hotel Ben Lomond, Ogden. Lynn L. Meyer, general manager. Represented nationally by Joseph Hershey McGilvra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City. Representative: Don Davis.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; K TSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Tower-Petroleum Bldg., Dallas. Operating Committee: O. L. Taylor, K TSA, chairman; Tilford Jones, KXYZ-KRIS; Harold Hough, KGKO. Managing Director: Clyde B. Melville.

MARYLAND ALL-HOME NETWORK—Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON DIXON RADIO GROUP—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; Bess Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

MINNESOTA RADIO NETWORK—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Key station: KSTP, St. Paul. Represented nationally by Edward Petry & Co.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEE, Manchester, N. H.; WRDO, Augusta, Me. Available with WFAF, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

(Continued on page 342)

Mason • Dixon Radio Group

6 Stations Covering One of Today's Greatest Sales-Producing Areas

This group of stations offers advertisers rich sales opportunities. The markets covered are diversified—industrial and agricultural—now booming with activity. For information write main office, 8 West King St., Lancaster, Pa., or national representative.

WDEL Wilmington, Del. **WKBO** Harrisburg, Penna.
WORK York, Penna. **WAZL** Hazleton, Penna.
WGAL Lancaster, Penna. **WEST** Easton, Penna.

NATIONAL REPRESENTATIVES

WKBO • WORK • WGAL • WDEL: Paul H. Raymer Co.
WAZL • WEST: Radio Advertising Company

NEW YORK — CHICAGO — SAN FRANCISCO — LOS ANGELES





ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

IN NEW ENGLAND, character builds institutions. Acceptance is founded upon character — upon confidence built up over the years.

THE YANKEE NETWORK (where network broadcasting originated) was not built in a day. From a modest start, its coverage area was added to, its affiliations continually strengthened — based always on the idea of getting close to the audience through the neighborly influence, the local acceptance of the hometown station.

Today, with twenty-one hometown stations plus Yankee FM — WGTR-WMTW, with more than twenty years of friendly relations with *all the listeners of New England*, THE YANKEE NETWORK continues to build acceptance on that same foundation.

It is no accident, therefore, that 1944 was THE YANKEE NETWORK'S greatest year, measured in new contracts and renewals.

Our new clients, as well as our many old time partners in our success, participated in the increased benefits from loyal listeners' response to programs of truly New England character, interpreted by genuine New England personalities.

For 1945, our pledge for even greater acceptance is soundly based on the solid foundation of more than twenty years' success.

21 STATIONS

| | |
|------|---------------------------|
| WNAC | Boston |
| WEAN | Providence |
| WICC | { Bridgeport New Haven |
| WAAB | Worcester |
| WCSH | Portland |
| WLLH | { Lowell Lawrence |
| WSAR | Fall River |
| WLBZ | Bangor |
| WTHT | Hartford |
| WATR | Waterbury |
| WFEA | Manchester |
| WBRK | Pittsfield |
| WHYN | { Holyoke Springfield |
| WNLC | New London |
| WEIM | Fitchburg |
| WLNH | Laconia |
| WRDO | Augusta |
| WCOU | { Lewiston Auburn |
| WHA1 | Greenfield |
| WSYB | Rutland |
| WHEB | Portsmouth |

Plus Yankee FM
WGTR-WMTW

WHTD Hartford, (formerly WNBC) is now under Yankee Network Management

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Regional Networks of the United States

(Continued from page 340)

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WJOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVXO, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KVFD, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WLLB, Virginia, Minn.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WHDF, Calumet, Mich.; KOVC, Valley City, N. D.; KELO and KSOO, Sioux Falls, S. D.; KOBK, Rapid City, S. D.; KTRI, Sioux City, Ia.; KFJB, Marshalltown, Ia.; KRCS, Clinton, Ia.; KPTH, Dubuque, Ia.; KIGD, Spencer, Ia. Outlets in other regional cities available on order. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: 8 E. 41st., New York; 360 N. Michigan Ave., Chicago. Officers: John W. Boler, president and treasurer; Edythe Iverson, secretary; Don Clayton, vice-president; Florence Tibeau, comptroller; Harlan Ohde, mdsng. manager.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KYR, Bismarck, N. D.; WEBJ, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office: KSTP, Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK—Comprising KTOK, Oklahoma City; KOME, Tulsa; KRCR, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: APO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden Radio Sales.

PACIFIC BROADCASTING COMPANY—Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System. Washington Outlets: KELA, Centralia; KFIO, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOJ, Seattle; KRKO, Everett; KUJ, Walla Walla; KWLK, Longview; KXRO, Aberdeen. Oregon Outlets: KALE, Portland; KAST, Astoria; KBND, Bend; KFJJ, Klamath Falls; KOOS, Marshfield; KORE, Eugene; KRNR, R. eburg; KSLM, Salem; KUIN, Grants Pass; KWIL, Albany. Idaho Outlets: KELC, Lewiston; KWAL, Wallace. Canadian Outlet: CKWX, Vancouver, B. C. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAV, Reading; WSAW, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAC, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Half, WOAI, Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOV, Austin; KFYO, Lubbock; KFRO, Longview; KBWD, Brownwood; KMAC, San Antonio; KRLL, Midland; Gene L. Carle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTM, Wilton; WGTC, Greenville; WGBR, Goldsboro; WRAL, Raleigh; WFNC, Fayetteville; WHIT, New Bern. Executives: Fred Fletcher, WRAL, president; Lewis N. Howard, WHIT, vice-president; Harry G. Bright WGBR, secretary; Allen Wannamaker, WGTM, treasurer and program director. Headquarters: P. O. Box 1150, Raleigh. Represented nationally by The Walker Co.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAK, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WBYY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WBIV, Oyonette-Madison; WRJN, Racine; WBBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis. Supplementary Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMET, Manitowoc. Main office: Wisconsin Rapids. Don C. Wirth, managing director.

WOLVERINE NETWORK—Regional network comprising WLAV, Grand Rapids (key station); WKBZ, Muskegon; WKLA, Ludington; WTCM, Traverse City; WDBC, Escanaba, WDMJ, Marquette; WHDF, Calumet; WELL, Battle Creek; WJBM, Jackson; WHLS, Port Huron. All in Michigan. WJJD and/or WIND, Chicago, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

YANKEE NETWORK—Comprising WNAC, Boston, Mass.; WTHH, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLG, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WEAL, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; George W. Steffy, vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer.

Z-NET (Z-BAR NETWORK)—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hook up. Managing Director: Ed Craney, KGIR.

IT TAKES ONLY 4 TO COVER TEXAS

The four powerful stations making up the Texas Quality Network cover the state—adequately and economically. And healthy portions of neighboring Oklahoma, Arkansas and Louisiana are thrown in for extra measure!

If you want to reach the war-booming population centers of Dallas-Fort Worth, San Antonio and Houston—plus the many thriving smaller cities and the prosperous rural sections of the great Southwest—place your schedule with the Texas Quality Network. TQN has a 10-year record of performance in this big and wealthy area.

TEXAS QUALITY NETWORK

WFAA-WBAP Dallas-Ft. Worth, **WOAI** San Antonio, **KPRC** Houston

EDWARD PETRY & CO.
National Representatives

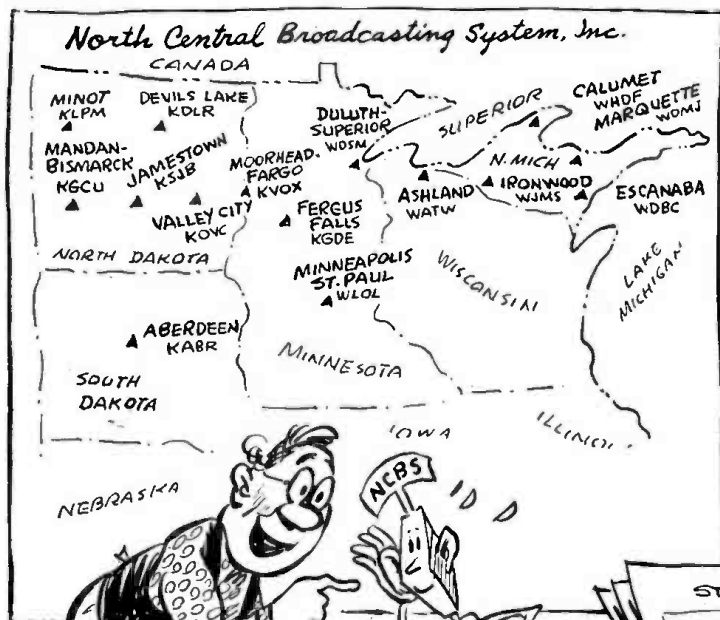
A POCKETFUL OF HISTORY

AND A HANDFUL OF
FOOLISH FOOTNOTES

DELIVERED BY **HOFF**

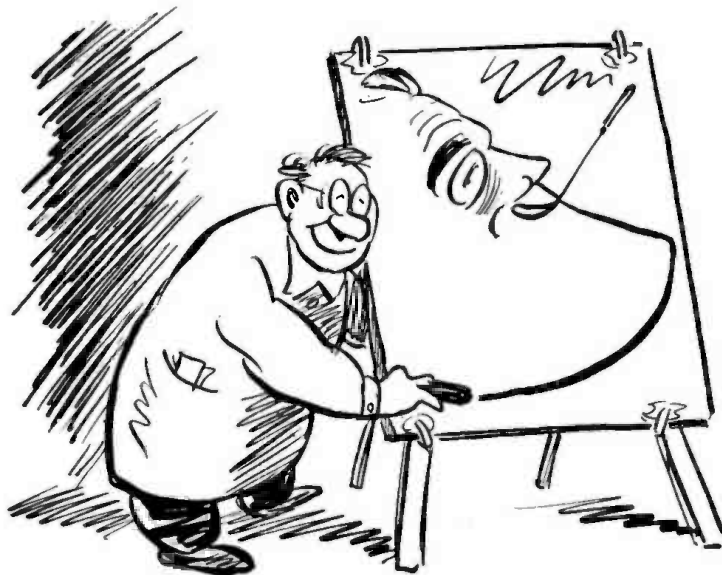
NEWS COMMENTATOR - HUMORIST.

IN JUST FOUR WEEKS HOFF HAS GAINED AN ENTHUSIASTIC AUDIENCE OF NCBS LISTENERS WHO DIGEST HIS NEWS WITH THEIR LUNCH. (12:15-12:30 CWT). HOFF'S STYLE OFFERS PLENTY OF CHUCKLES, TOO! HE'S A MONDAY-THROUGH-FRIDAY LUNCHEON TREAT ON **15 NCBS STATIONS!**



HUMOR COLUMNIST - CARTOONIST -

(18 YEARS RUNNING - 115,000 CIRCULATION.) GALLUP READERSHIP POLL GIVES HOFF'S DAILY "HAWF & HAWF" HUMOR COLUMN IN ST. PAUL DISPATCH A SECOND-ONLY-TO COMICS RATING.



HUMOROUS CHALK TALKER

HOFF IS CONSTANTLY IN DEMAND FOR PERSONAL APPEARANCES! HE AVERAGES ONE TRIP WEEKLY OUT IN NCBS TERRITORY. THINK OF THE LOCAL DEALER TIE-UP YOU CAN MAKE WITH THESE PERSONAL SHOWS! HE'S READY TO TELL 'EM ABOUT YOUR PRODUCT - THE WAY THEY LIKE IT! WIRE OR PHONE US COLLECT FOR FACTS AND AN AUDITION.

NORTH CENTRAL BROADCASTING SYSTEM

ST. PAUL
E-622 FIRST NAT'L BANK BLDG.
CEDAR 8579

CHICAGO
360 N. MICHIGAN
STATE 0361

National Association of Broadcasters: 1944-1945 Officers and Committees

Headquarters Office: 1760 N Street, N. W., Washington 6, D. C. Phone: NATIONAL 2080

HEADQUARTERS STAFF

J. Harold Ryan, *President*
 C. E. Arney, Jr., *Secretary-Treasurer*
 Robert T. Bartley, *Director of Government Relations*
 Lewis H. Avery, *Director of Broadcast Advertising*
 Helen Cornelius, *Supervisor, Retail Radio Advertising*
 Willard D. Egolf, *Director of Public Relations*
 Howard S. Frazier, *Director of Engineering*
 Paul F. Peter, *Director of Research*
 Helen H. Schaefer, *Assistant Director of Research*
 Arthur Stringer, *Director of Circulation and Promotion*
 Dorothy Lewis, *Coordinator of Listener Activity*
 John Morgan Davis, *General Counsel*

Board of Directors

Paul W. Morency, WTIC, Hartford, Conn.
 (District 1: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)
 Kolin Hager, WGY, Schenectady, N. Y.
 (District 2: New York, New Jersey)
 Roy F. Thompson, WFBB, Altoona, Pa.
 (District 3: Delaware, Pennsylvania, Maryland)
 Campbell Arnoux, WTAR, Norfolk, Va.
 (District 4: District of Columbia, North Carolina, South Carolina, Virginia, West Virginia)
 John C. Bell, WBRC, Birmingham, Ala.
 (District 5: Alabama, Florida, Georgia, Puerto Rico)
 Hoyt B. Wooten, WREC, Memphis, Tenn.
 (District 6: Arkansas, Louisiana, Mississippi, Tennessee)
 Nathan Lord, WAVE, Louisville, Ky.
 (District 7: Kentucky, Ohio)
 John E. Fetzer, WKZO, Kalamazoo, Mich.
 (District 8: Indiana, Michigan, excluding the counties of Ontonagon and Gogebic)
 Leslie C. Johnson, WHBF, Rock Island, Ill.
 (District 9: Illinois; Wisconsin, excluding the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)
 John J. Gillin Jr., WOW, Omaha, Neb.
 (District 10: Iowa, Missouri, Nebraska)
 E. L. Hayek, KATE, Albert Lea, Minn.
 (District 11: Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCrosse, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic)
 William B. Way, KVOO, Tulsa, Okla.
 (District 12: Kansas, Oklahoma)
 Hugh A. L. Half, WOAI, San Antonio.
 (District 13: Texas)
 Hugh B. Terry, KLZ, Denver, Colo.
 (District 14: Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson)
 Arthur Westlund, KRE, Berkeley, Cal.
 (District 15: California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii)
 William B. Ryan, KFI, Los Angeles, Cal.
 (District 16: Arizona; California, including the counties excepted in District 15; New Mexico)

Presidents of NAB

| | |
|-------------------------------|-----------------|
| Eugene F. McDonald Jr. (WJAZ) | 1923-1925 |
| Frank W. Elliot (WHO) | 1925-1926 |
| Earle C. Anthony (KFI) | 1926-1928 |
| William S. Hedges (WMAQ) | 1928-1930 |
| Walter J. Damm (WTMJ) | 1930-1931 |
| *Harry Shaw (WMT) | 1931-1932 |
| Alfred J. McCosker (WOR) | 1932-1934 |
| J. Truman Ward (WLAC) | 1934-1935 |
| Leo J. Fitzpatrick (WJR) | 1935-1936 |
| Charles W. Myers (KOIN) | 1936-1937 |
| John Elmer (WCBM) | 6-23-37—2-16-38 |
| Mark Ethridge (WHAS) | 3-30-38—7-1-38 |
| Neville Miller | 7-1-38—3-1-44 |
| J. Harold Ryan (WSPD) | 4-15-44— |

* Deceased

Directors at Large

Large Stations
 Hugh Feltis, KFAB, Omaha, Neb.
 J. O. Maland, WHO, Des Moines, Ia.
Medium Stations
 T. A. M. Craven, WOL, Washington, D. C.
 Don S. Elias, WWNC, Asheville, N. C.
Small Stations
 Dietrich Dirks, KTRI, Sioux City, Ia.
 Frank King, WMBR, Jacksonville, Fla.
Network
 Frank Stanton, CBS, New York
 Frank M. Russell, NBC, Washington, D. C.
 Harry R. Spence, KXRO, Aberdeen, Wash.
 (District 17: Alaska, Oregon, Washington)

COMMITTEES

CODE COMMITTEE—Lee B. Wailes, KYW, Philadelphia, *Chairman*; Edgar L. Bill, WMRD, Peoria, Ill.; Felix Hinkle, WHBC, Canton, O.; William S. Hedges, NBC, New York; Herbert Hollister, KANS, Wichita, Kans.; Richard H. Mason, WPTF, Raleigh, N. C.; Eugene P. O'Fallon, KFEL, Denver, Colo.; William B. Quarton, WMT, Cedar Rapids, Ia.; Jan Schimek, CBS, New York.
ENGINEERING EXECUTIVE COMMITTEE—Porter Houston, WCBM, Baltimore, *Chairman*; O. B. Hanson, NBC, New York; Karl B. Hoffman, WGR, Buffalo, N. Y.; William B. Lodge, CBS, New York; J. B. Fuqua, WGAC, Augusta, Ga.
INSURANCE COMMITTEE—William I. Moore, WBXX, New York, *Chairman*; S. R. Dean, CBS, New York; R. J. Teichner, NBC, New York.
LABOR EXECUTIVE COMMITTEE—Harry LePoidevin, WRIN, Racine, Wis., *Chairman*; W. E. Hutchinson, WAAF, Chicago; John H. MacDonald, NBC, New York; Stephen R. Rintoul, WSRR, Stamford, Conn.; Calvin J. Smith, KFAC, Los Angeles, Calif.; Frank K. White, CBS, New York. (One additional member to be added.)
LEGISLATIVE COMMITTEE—Don S. Elias, WWNC, Asheville, N. C., *Chairman*; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York; J. Leonard Reinsch, WSB, Atlanta, Ga.; Frank M. Russell, NBC, Washington, D. C.; G. Richard Shaffo, WIS, Columbia, S. C.; James D. Shouse, WLIV, Cincinnati; Harry R. Spence, KXRO, Aberdeen, Wash.; O. L. Taylor, KGNC, Amarillo, Tex.
OFFICE FORMS AND PRACTICES COMMITTEES—John B. Conley, KEX, Portland, Ore., *Chairman*; Gene L. Cagle, KPJZ, Fort Worth, Texas; S. R. Dean, CBS, New York; Harry F. McKeon, NBC, New York; Lloyd C. Thomas, KGFV, Kearney, Nebraska; Earl W. Winger, WDOD, Chattanooga, Tennessee; Ken Church, WKCY, Cincinnati.

PROGRAM DIRECTORS EXECUTIVE COMMITTEE—Harold Fair, WHO, Des Moines, Iowa; *Chairman*; Irvin Abloff, WRVA, Richmond; William J. Adams, WHEC, Rochester, New York; Eugene Carr, WJR, Detroit; Douglas Coulter, CBS, New York; Robert Evans, WSPD, Toledo; Clarence L. Menser, NBC, New York; Ray Shannon, WHAS, Louisville; H. W. Slavick, WMC, Memphis, Tenn.

PUBLIC RELATIONS EXECUTIVE COMMITTEE—John F. Patt, WGAR, Cleveland, *Chairman*; Edgar L. Bill, WMBD, Peoria, Ill.; Michael R. Hanna, WHCU, Ithaca, N. Y.; Leslie W. Joy, KYW, Philadelphia; Harry Kopf, NBC, Chicago; George Crandall, CBS, New York; Craig Lawrence, WHOM, Jersey City; Lewis Allen Weiss, KHJ, Hollywood; Karl O. Wyler, KTSM, El Paso, Texas.

RADIO NEWS COMMITTEE—Karl Koeper, KMBC, Kansas City, Mo., *Chairman*; William Brooks, NBC, New York; H. K. Carpenter, WHK, Cleveland; Rex G. Howell, KFXJ, Grand Junction, Colo.; L. Spencer Mitchell, WDAB, Tampa; E. R. Vadeboncoeur, WSYR, Syracuse; Paul White, CBS, New York.

RESEARCH COMMITTEE—Roger Clipp, WFIL, Philadelphia, *Chairman*; George M. Burbach, KSD, St. Louis; Martin B. Campbell, WFAA, Dallas; John K. Churchill, CBS, New York; Edward F. Evans, WJZ, New York; Barry T. Rumble, NBC, New York; Dale L. Taylor, WENY, Elmira, N. Y.; J. C. Tully, WJAC, Johnstown, Pa.

SALES MANAGERS EXECUTIVE COMMITTEE—Arthur Hull Hayes, WABC, New York, *Chairman*; Samuel H. Bennett, KMBC, Kansas City, Mo.; William Doerr, Jr., WEBR, Buffalo; Walter Johnson, WTIC, Hartford; Stanton P. Kettler, WMMN, Fairmont, W. Va.; Ben Laird, WOSH, Oshkosh, Wis.; James V. McConnell, WFAF, New York; John M. Outler, Jr., WSB, Atlanta; Frank Webb, KDKA, Pittsburgh.

SMALL MARKET STATIONS COMMITTEE—Robert T. Mason, WMRN, Marion, O., *Chairman*; James R. Curtis, KFRO, Longview, Tex.; William B. Smullin, KIEM, Eureka, Cal.; Marshall Pengra, KRNR, Roseburg, Ore.; Hugh M. Smith, WAML, Laurel, Miss.; Gerald Wing, KROC, Rochester, Minn.; David Rosenblum, WISR, Butler, Pa.

ENGINEERING COMMITTEE 1944—1945
 District 1—Italo Martino, WDRC, Hartford, Conn.; District 2—Earle Godfrey, WBAB, Atlantic City; District 3—T. C. Kenney, KDKA, Pittsburgh; District 4—Philip F. Hedrick, WJSJ, Winston-Salem; District 5—J. B. Fuqua, WGAC, Augusta, Ga.; District 6—J. D. Bloom, WWL, New Orleans, La.; District 7—Frank A. Dieringer, WFMJ, Youngstown; District 8—Stokes Gresham, Jr., WISH, Indianapolis; District 9—Oscar C. Hirsch, WKRO, Cairo, Ill.; District 10—Mark W. Bullock, KFAB, Lincoln, Neb.; District 11—Hugh S. McCartney, WCCO, Minneapolis; District 12—K. W. Pyle, KFBI, Wichita; District 13—William G. Egerton, K TSA, San Antonio; District 14—Robert H. Owen, KOA, Denver, Colo.; District 15—George Greaves, KFO, San Francisco; District 16—Lester H. Bowman, KNX, Los Angeles; District 17—J. D. Kolesar, KMO, Tacoma, Wash.

PUBLIC RELATIONS COMMITTEE 1944—1945
 District 1—Mildred P. Stanton, WORC, Worcester, Mass.; District 2—Michael R. Hanna, WHCU, Ithaca, N. Y.; District 3—George D. Coleman, WGBI, Scranton; District 4—James H. Moore, WSLR, Roanoke, Va.; District 5—Walter Tison, WFLA, Tampa; District 6—Wiley P. Harris, WJDX, Jackson, Miss.; District 7—John F. Patt, WGAR, Cleveland; District 8—Milton L. Greenebaum, WSAM, Saginaw, Mich.; District 9—Edward E. Lindsey, WSOY, Decatur, Ill.; District 10—Phil Hoffman, KRNT, Des Moines, Ia.; District 11—C. T. Hagman, WTCN, Minneapolis. District 12—Robert D. Enoch, KTKO, Okla. City; District 13—Ralph Nimmons, WFAA, Dallas; District 14—Walter E. Wagstaff, KIDO, Boise, Ida.; District 15—C. L. McCarthy, KQW, San Francisco; District 16—Patrick Campbell, KHJ, Hollywood; District 17—Wallace Brazeal, KFPY, Spokane, Wash.

(Continued on page 348)



Be Sure of Tomorrow
Buy War Bonds Today

“Count on CRECO for ACCURACY!”

ACCURACY counts most in Radio Engineering and, with CRECO, Accuracy is a Creed. Before the war, during the war, after the war, CRECO's formula for the solution of any radio engineering problem has been and will be Exact Execution plus Precision Performance, backed by Versatility of Knowledge, Experience and Ability.

CRECO's major assignment during the war is the production of crystals for the Armed Services . . . Precision Crystals that help chart the course to Berlin and Tokio. In charting your course for the future, remember this . . . Where Accuracy Counts Most, You Can Count on CRECO! Remember, too, that CRECO Service can presently handle a Limited Number of Standard, FM and Television Applications.

In Washington, extra dimensions of CRECO ACCURACY are now available through expanded facilities of recently acquired larger quarters at Suite 809-12, 1319 F Street, N. W., District 1319.

Write, Wire or Call

Commercial Radio Equipment Co.

EVERETT L. DILLARD, General Manager

Crossroads-of-the-World
HOLLYWOOD, CAL.



International Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

CANADIAN BROADCASTING CORPORATION: EXECUTIVE STAFF

BOARD OF GOVERNORS

Rene Morin, Montreal, Que.
 Howard B. Chase, Montreal, Que., *Chairman*
 Mrs. T. W. Sutherland, Revelstoke, B. C.
 F. J. Crawford, Toronto, Ont.
 B. K. Sandwell, Toronto, Ont.
 W. J. Parker, Winnipeg, Man.
 (Three vacancies)

HEAD OFFICE

Victoria Bldg., 140 Wellington St., Ottawa, Ont.
 Dr. Augustin Frigon, *General Manager*
 Donald Manson, *Assistant General Manager*
 R. P. Landry, *Director of Personnel and Administrative Services*
 Harry Baldwin, *Treasurer*
 H. Bramah, *Treasurer*
 W. R. Mortimer, *Supervisor of Expenditures*

NATIONAL PROGRAM OFFICE

55 York Street, Toronto 2, Ont.
 E. L. Bushnell, *Director-General of Programs*
 Charles Jennings, *Asst. Supervisor of Programs*
 Andrew Allan, *Supervisor of Drama*
 Peter Aylen, *Supervisor of International Service*
 (Crescent St., Montreal)
 J. M. Beaudet, *Supervisor of Music*
 (King's Hall Bldg., Montreal)
 W. H. Brodie, *Supervisor of Broadcast Language*
 C. E. DeLafield, *Supervisor of Religious and Institutional Broadcasts*
 Mary Grannan, *Supervisor of Children's Broadcasts*
 H. E. S. Hamilton, *Technical Liaison Officer (Engineering Division)*
 E. W. Jackson, *Traffic Manager*
 R. S. Lambert, *Supervisor of Educational Broadcasts*
 Elizabeth M. Long, *Women's Interests*
 D. C. McArthur, *Chief News Editor*

(Continued from page 344)

SALES MANAGERS COMMITTEE 1944-1945
 District 1—Kingsley F. Horton, WEEI, Boston;
 District 2—John A. Bacon, WGR, Buffalo; District 3—Thomas B. Price, WWSW, Pittsburgh;
 District 4—Roland Weeks, WCSC, Charleston, S. C.; District 5—Frank Crowther (Red Cross) WMAZ, Macon, Ga.; District 6—F. C. Sewell, Jr., WLAC, Nashville; District 7—E. Y. Flanigan, WSPD, Toledo; District 8—Owen F. Uridge, WJR, Detroit; District 9—Edwin C. Allen, WIRA, Madison, Wis.; District 10—Hale Bondurant, WJIO, Des Moines, Ia.; District 11—Ray C. Jenkins, KSTP, St. Paul; District 12—Clark A. Luther, KPH, Wichita; District 13—C. K. Beaver, WOAI, San Antonio; District 14—William C. Grove, KFHC, Cheyenne, Wyo.; District 15—Ray Baker, KFO, San Francisco; District 16—William J. Benton, KWKW, Pasadena; District 17—Chet Wheeler, KWIL, Albany, Ore.

PROGRAM DIRECTORS COMMITTEE, 1944-1945—District 1—Wayne Henry Latham, WSPR, Springfield, Mass.; District 2—Elliott Stewart, WIBX, Utica, N. Y.; District 3—J. C. Tully, WJAC, Johnstown, Pa.; District 4—Irvin G. Abeloff, WRVA, Richmond; District 5—Robert L. Fidler, WIOD, Miami; District 6—Robert Atherton, WMC, Memphis; District 7—Edgar T. Wolfe, WRNS, Columbus, O.; District 8—Eldon Campbell, WOVO, Fort Wayne, Ind.; District 9—Maurice P. Owens, WROK, Rockford, Ill.; District 10—Harold Fair, WHO, Des Moines; District 11—Richard Day, WDCY, Minneapolis; District 12—Paul Bunning, KOMA, Oklahoma City; District 13—Ed Lally, WJAP, Fort Worth; District 14—Ralph W. Hardy, KSL, Salt Lake City; District 15—Robert H. Wesson, KGO, San Francisco; District 16—W. L. Gleason, KPPO, Riverside, Cal.; District 17—Homer Welch, KEX, Portland, Ore.

ASSOCIATION OF WOMEN DIRECTORS—RUTH CHILTON, *President*, WCAU, Philadelphia; RHEA McCARTY, *Treasurer*, WCOL, Columbus, O.; MILDRED BAILEY, *Secretary*, WTAG, Worcester, Mass.; DOROTHY LEWIS, *NAB, Coordinator*. District Chairmen: ANN ERICKSON, 1st district, WHAI, Greenfield, Mass.; RUTH CRANE, 4th district, WMAL, Washington, D. C.; RUTH LYONS, 7th district, WLW, Cincinnati; PEGGY CAVE, 10th district, KSD, St. Louis; LILLIAN C. JARMAN, 13th district, KTSM, El Paso, Tex.; HAZEL OWLES, 2nd district, WHAM, Rochester, N. Y.; EVELYN HICKS, 5th district, WSGN, Birmingham; HILDA WOEHRMEYER, 8th district, WOVO, Ft. Wayne; ANN GINN, 11th district, WTCN, Minneapolis; EVADNA HAMMERSLEY, 14th district, KOA, Denver; RUTH WELLES, 3rd district, KYW, Philadelphia; MARJORIE COONEY, 6th district, WSM, Nashville; HELEN JOYCE, 9th district, WLS, Chicago; Mrs. W. C. GILLESPIE, 12th district, KTI'L, Tulsa, Okla.; ANN HOLDEN, 15th district, KGO, San Francisco; LEAH McMAHON, 16th district, KFSD, San Diego; ANN STERLING, 17th district, KJR, Seattle.

Ernest Morgan, *Supervisor of International Exchange Programs*
 Neil M. Morrison, *Supervisor of Talks and Public Affairs*
 H. J. Boyle, *Supervisor of Farm Broadcasts*
 H. G. Walker, *Dominion Network Manager*
 J. Frank Willis, *Supervisor of Feature Broadcasts*
 (805 Davenport Rd.)
 A. J. Black, *General Office Manager*
 B. Austin, *Budget Clerk*

COMMERCIAL DIVISION

55 York Street, Toronto 2, Ont.
 E. A. Weir, *Commercial Manager*
 W. E. Powell, *Asst. Commercial Manager*
 Edgar Stone, *Supervisor of Program Clearance*
 Arthur Barr, *Commercial Billing*
 Anne Bergen, *Network Booking Clerk*

PRESS AND INFORMATION SERVICE

55 York Street, Toronto 2, Ont.
 Wells Ritchie, *Supervisor of Press and Information*
 S. A. Blaugsted, *Press and Information Representative*

STATION RELATIONS DIVISION

55 York Street, Toronto 2, Ont.
 J. R. Radford, *Supervisor of Station Relations*
 D. M. Neill, *Asst. to Supervisor of Station Relations*
 C. MacIn, *Statistics and Program Distribution*
 Gloria Hill, *Food and Drug Continuity Clearance*

ENGINEERING DIVISION

Keefe Bldg., 1440 St. Catherine St. W., Montreal, Que.
 Gordon W. Olive, *Chief Engineer*
 J. A. Outmet, *Asst. Chief Engineer*
 D. J. McKinstry, *Chief Architect*
 W. A. Nichols, *Plant Construction Engineer*
 W. G. Richardson, *Transmission and Development Engineer*
 C. E. Stiles, *Supervisor of Purchasing and Stores*
 A. B. Ellis, *Studio Supervising Engineer*

R. D. Cahoon, *Transmitter Supervising Engineer*
 E. C. Stewart, *Supplies Engineer*
 (Victoria Bldg., Ottawa)
 H. E. S. Hamilton, *Technical Liaison Officer*
 (55 York Street, Toronto 2)
 H. F. Chevrier, *Statistician, Coverage Statistics*

REGIONAL OFFICES

Maritime Region, United Service Bldg., Box 175, Halifax, N.S.
 George Young, *Regional Representative*
 H. M. Smith, *Regional Engineer (CBA, Sackville, N.B.)*

Quebec Region, 1231 St. Catherine St. W., Montreal, Que.
 Omer Renaud, *Supervisor of Programs and Manager of CBF and CBM*
 John de B. Payne, *Program Administrative Officer*
 Paul Leduc, *Asst. Program Director*
 Aurele Seguin, *Supervisor of Educational Broadcasts*
 Armand Berube, *Supervisor of Farm Broadcasts*
 J. Arthur Dupont, *Commercial Manager*
 Leopold Houle, *Supervisor of Press and Information*
 M. Goudrault, *Supervisor of Station Relations*
 (Keefe Bldg.)
 L. L'Allier, *Regional Engineer*

Ontario Region, 805 Davenport Road, Toronto 4, Ont.
 D. Claringbull, *Regional Representative and Manager of CBL*
 S. W. Caldwell, *Manager of CJBC*
 M. L. Poole, *Regional Engineer (Star Bldg., 80 King W.)*
 Miss H. M. Ball, *Press and Information Assistant*

Prairie Region, 300 Manitoba Telephone Bldg., Winnipeg, Man.
 H. G. Walker, *Regional Representative*
 C. E. L'Ami, *Press and Information Representative*

British Columbia Region, Hotel Vancouver, Vancouver, B. C.
 Ira Dilworth, *Regional Representative*
 Kenneth Caple, *Program Director*
 Norman R. Olding, *Regional Engineer*
 Patrick Keatley, *Press and Information Assistant*

RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1944

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

| OWI FACILITIES | No. of Programs | No. of War Messages | | Est. "Listener- Impressions" Per Week | Est. Annual Value of Time & Talent (Net) |
|--|-----------------|---------------------|------------------|---------------------------------------|--|
| | | Per Week | Per Year | | |
| 1. Network Allocation Plan..... | 410 | 210 | 10,920 | 460,000,000 | \$39,000,000† |
| Sponsored..... | 260 | | | | |
| Sustaining..... | 150 | | | | |
| 2. Special Assignment Plan..... | ... | 50 | 2,575 | 95,000,000 | 8,449,000† |
| 3. National Spot & Regional Network Allocation Plan..... | 185 | 1,617* | 84,048 | 24,000,000 | 2,774,000† |
| 4. Station Announcement Plan: (Stations) | | | | | |
| Network Affiliates..... | 621 | 26,082 | 1,356,264 | | |
| Independent..... | 272 | 17,186 | 891,072 | | |
| Total..... | 893 | 43,218 | 2,247,336 | 63,000,000 | 15,861,000 |
| 5. Special Events..... | 32 | | | | 57,600† |
| 6. Women's Radio War Program Guide..... | 1,000 | | | | |
| TOTAL..... | ... | 45,095 | 2,344,879 | 642,000,000 | \$66,141,000 |

*Represents number of station-broadcasts per week.

†Figures represent commercial value of time and talent of programs carrying OWI assigned messages.

TYPICAL OWI RADIO CAMPAIGNS IN 1944

| Campaigns | Weeks | Programs | Station Announcements | Est. Listener Impressions | Est. Value of Time and Talent |
|---------------------------------|-------|----------|-----------------------|---------------------------|-------------------------------|
| WAC Recruiting..... | 43 | 600 | 112,144 | 1,318,266,000 | \$2,700,000 |
| Prepare for Winter..... | 10 | 484 | 43,218 | 593,725,000 | 1,500,000 |
| Victory Gardens..... | 16 | 274 | 36,330 | 1,095,480,000 | 805,000 |
| Red Cross War Fund..... | 10 | 431 | 93,765 | 1,166,205,000 | 2,000,000 |
| Fourth War Loan..... | 5 | 472 | 37,994 | 1,390,543,000 | 2,574,000 |
| War Production Comes First..... | 4 | 226 | | 519,798,000 | 1,000,000 |
| Cadet Nurse Corps..... | 13 | 223 | 25,516 | 625,695,000 | 1,250,000 |
| Income Tax Regulations..... | 8 | 315 | 10,248 | 686,845,000 | 1,314,000 |
| Sixth War Loan..... | 4 | 317 | 25,012 | 1,675,297,000 | 2,812,840 |
| National War Fund..... | 5 | 421 | 41,514 | 787,616,000 | 1,500,000 |

Basic Design

makes the difference!

Smudge-voice

While these two columns read identically, word for word, the smudged column is a visual representation of an acoustical condition when background noise interferes with transmitted speech.

The words may be readable, but effort and concentration are required for accuracy. And so with reproduced sound: with general purpose microphones, articulation is lowered even though ambient noises do not completely override speech. The Electro-Voice Differential is specifically designed to erase interfering background noise. Speech is clean, clear, crisp . . . unadulterated by stray pickup or distracting background.

Electro-Voice

While these two columns read identically, word for word, the smudged column is a visual representation of an acoustical condition when background noise interferes with transmitted speech.

The words may be readable, but effort and concentration are required for accuracy. And so with reproduced sound: with general purpose microphones, articulation is lowered even though ambient noises do not completely override speech. The Electro-Voice Differential is specifically designed to erase interfering background noise. Speech is clean, clear, crisp . . . unadulterated by stray pickup or distracting background.



Electro-Voice DIFFERENTIAL MICROPHONES

Electro-Voice engineers have years of experience in the elimination of ambient noise. We designed and developed the now-famous "Lip-Mike," the first successful Differential microphone. Our new Model 205-S for aircraft, railroad, industrial and police applications is another Differential achievement. Soon there will be Electro-Voice Differential microphones for all communication services. Watch for them.

If any of your limited quantity needs can be met by standard model Electro-Voice microphones, with or without minor modifications, contact your local radio parts distributor.



BLOOD DONORS ARE URGENTLY NEEDED . . . SEE YOUR LOCAL RED CROSS

Electro-Voice MICROPHONES

ELECTRO-VOICE CORPORATION • 1239 SOUTH BEND AVENUE • SOUTH BEND 24, INDIANA
Export Division: 13 East 40th Street, New York 16, N. Y., U. S. A. Cables: Arlab



Directory of BROADCASTING EQUIPMENT MANUFACTURERS

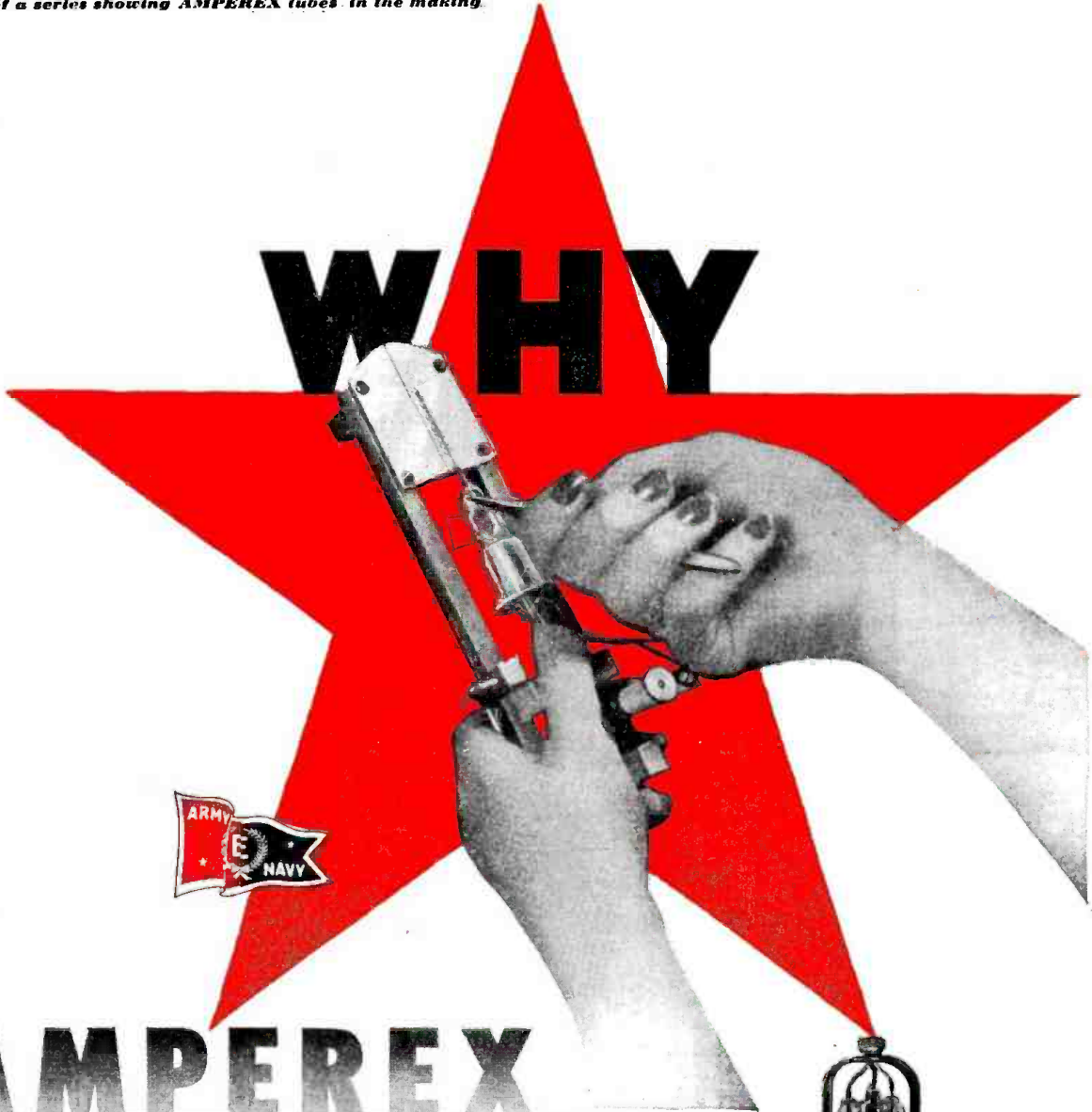
Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration.

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|-----------------------------------|--|---|--|---|---|
| Acme Electric & Manufacturing Co. | Cuba, N. Y. New York Chicago | 220 E. 23rd St. 20 N. Wacker Drive | Cuba 4 Grammercy 5-2211 Andover 5620 | Edward A. Miller Adolph Friedman Jack L. Rowe | Transformers |
| Acoustic Equipment Co. | Atlanta 3, Ga. | Walton Bldg. | Walnut 6714 | P. C. Bangs | Transcriptions, recording |
| H. W. Acton Co. Inc. | New York 1 | 370 7th Ave. | Pennsylvania 6-0111 | H. W. Acton | Transcription needles |
| Aerovox Corp. | New Bedford, Mass. New York Seattle St. Louis Cleveland Chicago Boston 14 Minneapolis Los Angeles 15 Denver Atlanta 3 Pittsburgh Detroit 24 Houston Kansas City, Mo. | 347 5th Ave. 2321 Second Ave. 593 Arcade Bldg. 219 Film Exchange Bldg. 9 S. Clinton St. 94 Portland St. 708 Sixth Ave. 1150 South Hill 4235 Quitman St. 5 Ivy St. 918 Hill 15126 E. Warren 306 West Bldg. 409 Reliance Bldg. | 6-8221 Murray Hill 5-7090 Main 8811 Central 1577 Prospect 0719 Central 1894 Lafayette 3484 Main 1551 Richmond 9178 Crand 1768 Main 1005 Churchill 0838 Tuxedo 11220 Madison 2-4553 Victor 7050 | Charles Golenpaul George Uzmann J. J. Backer Jules W. Beneke Charles H. Dolfuss, Jr. Fred R. Ellinger Harry Gerber H. A. Hildebrandt William C. Hitt Richard A. Hyde Brower Murphy Henry B. Parke Fred J. Stevens George G. Willison James P. Kay | Capacitors—mica, oil-filled, wax-filled, electrolytic |
| Airdesign & Fabrication, Inc. | Upper Darby, Pa. | 241 Fairfield Ave. | | L. E. Pamphilon | Power transformers, reactors, all types of audio transformers, iron core filters |
| Allied Record Mfg. Co. | Los Angeles 38 | 1041 N. Las Palmas | Hollywood 5107 | Louis I. Goldberg | Processing and pressing, electrical transcriptions and records |
| Allied Recording Products Co. | Long Island City 1, N. Y. | 21-09 43rd Ave. | Stilwell 4-2318 | J. Strauss | Recording blanks and recording machines, accessories |
| Altec Lansing Corp. | Hollywood 38 New York 19 | 1161 N. Vine St. 250 W. 57th St. | | John K. Hilliard H. S. Morris | Amplifiers, transformers, duplex loud speakers |
| American Transformer Co. | Newark, N. J. | 178 Emmet St. | Bigelow 3-4444 | Ivor B. Watts | Transformers—power and audio, voltage regulators, reactors, wave filters, rectifiers. |
| Amperex Electronic Corp. | Brooklyn, N. Y. | 79 Washington St. | Cumberland 6-4430 | Sam Norris | Transmitting tubes, power and rectifying |
| Amplifier Co. of America | New York 13 | 398 Broadway | Canal 6-7612 | N. M. Haynes | Electronic equipment, regulated power supplies, amplifiers, transformers, filter networks |
| Andrew Co. | Chicago 19 Seattle Hollywood 28 | 363 E. 75 St. 2321 2nd Ave. 6406 W. Sunset Blvd. | Triangle 4400 Main 8811 Gladstone 0115 | C. R. Cox Jas. J. Backer Leon A. Fry | Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters |
| Astatic Corp. | Conneaut, Ohio | Harbor and Jackson Sts. | 12656 | R. T. Schottenberg | Crystal and dynamic microphones, phonograph pickups |
| Audak Co. | New York 18 | 500 Fifth Ave. | Lackawanna 4-3723 | G. V. Sullivan | Microdyne pickups and cutting heads |
| Audio Devices, Inc. | New York 22 | 444 Madison Avenue | Plaza 3-0973 | Bryce Haynes | Recording blanks, playback and cutting points |
| Blaw-Knox Co. | Blawnox, Pa. Birmingham 3 Chicago 3 New York 17 Philadelphia 3 Washington 4, D. C. | Brown-Marx Bldg. Peoples Gas Bldg. 342 Madison Ave. 1517 Pennsylvania Blvd. 423 Munsey Bldg. | Sterling 2700 3-4931 Harrison 7633 Vanderbilt 6-0661 Rittenhouse 1681 Republic 3142 | E. J. Staubitz William E. Balliet J. C. McQuide P. M. Avery W. F. Simmons J. N. Critchlow | Antenna |
| Bliley Electric Co. | Erie, Pa. | Union Station Bldg. | 26-857 | G. E. Wright | Piezoelectric quartz crystals and mountings |
| Bond Electric Corp. | New Haven 4, Conn. | 275 Winchester Ave. | 6-0101 | J. C. Calhoun | Flashlight batteries, radio batteries and dry cells (telephone and ignition types) |
| The Brush Development Co. | Cleveland 14 | 3405 Perkins Ave. | Endicott 3315 | J. P. Johnson | Crystal phonograph pickups, crystal headphones |
| Burgess Battery Co. | Freeport, Ill. | Exchange St. | Main 3300 | W. C. Kluth | Dry batteries |
| William W. L. Burnett Radio Lab. | San Diego 4 | 4814 Idaho St. | Talbot 4943 | Wm. W. L. Burnett | Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service |
| Canadian Marconi Co. | Montreal 1, Que. Toronto, Ont. Halifax, N. S. Winnipeg, Man. Vancouver, B. C. St. Johns, Newfoundland | 211 St. Sacrament St. 92 Adelaide St. West 47 Argyle St. 856 Main St. 500 Beatty St. Adelaide and New Gower Sts. | Marquette 7081 Elgin 9275 3-6712 9-7255 Marine 0464 881 | M. M. Elliott G. F. Eaton C. S. McDonald W. F. Souch L. S. Hawkins J. J. Collins | Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments, marine radio communications equipment |
| Classic Record Co. | New York 19 | 7 W. 46th St. | Bryant 9-0143 | Eli E. Oberstein | |
| Commercial Radio Equipment Co. | Kansas City 5, Mo. Washington 4, D. C. Hollywood 28, Cal. Kansas City 2, Mo. | 329 East Gregory Blvd. 1819 F St., N. W. 1584 Cross Rds. of the World Porter Bldg. | Jackson 5302 District 1319 Hillside 9008 Logan 8821 | Robert F. Wolfskill Everett L. Dillard Ina Martin Milton W. Woodward | Frequency measurements, allocation-engineering and radio crystals |
| Cornell-Dublier Elec. Corp. | New Bedford, Mass. South Plainfield, N. J. | 1605 E. Rodney French Hamilton Blvd. | 6-8561 Plainfield 69000 | H. Varnet A. Williams | Capacitors |
| Corning Glass Works | Corning, N. Y. Chicago New York | Merchandise Mart 718 Fifth Ave. | 372 | C. J. Phillips Hugh Harris J. H. Winsche | Antenna, stand-off and lead-in insulators; piping and miscellaneous insulators |
| Corniah Wire Co. Inc. | New York 7 | 15 Park Row | Cortlandt 7-2525 | W. F. Osler, Jr. | Hook-up wires |
| Crystal Products Co. | Kansas City 8 | 1519 McGee St. | Victor 1686 | J. M. Ziegler | Quartz crystal blanks |

(Continued on Page 352)

One of a series showing AMPEREX tubes in the making.

WHY



AMPEREX

**WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES**

Original *Amperex* design and construction refinements result in trouble-free performance of *Amperex* tubes . . . effecting natural economies in the operation of transmitting equipment. With replacements difficult to obtain, the extra hours of life inherent in *Amperex* tubes are often "priceless." To engineers, everywhere, this "*Amperextra*" factor of longevity is the major consideration.

AMPEREX ... the high performance tube



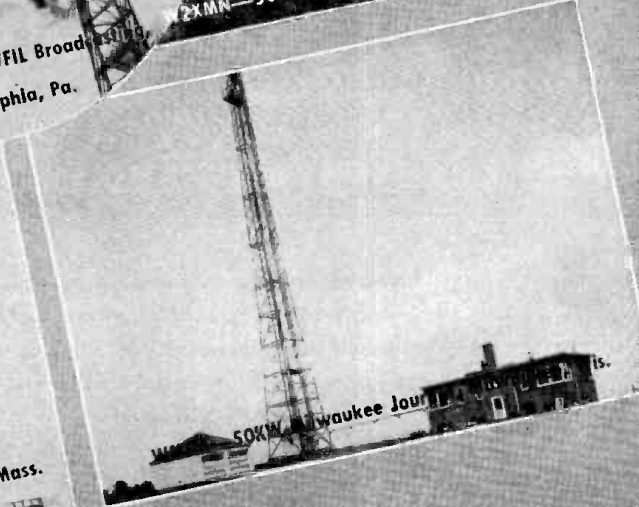
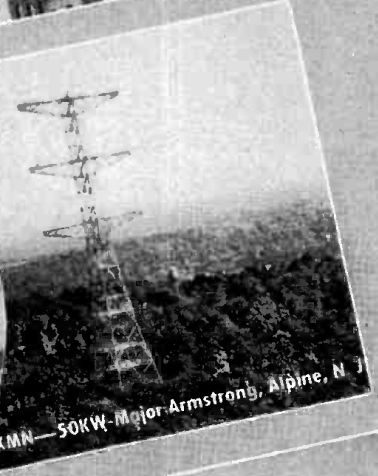
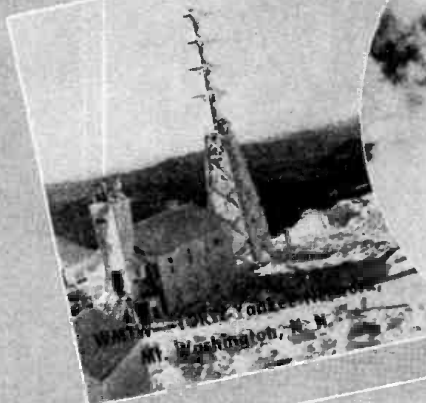
HASTEN THE PEACE... BUY ANOTHER WAR BOND TODAY

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET

BROOKLYN 1, N. Y.

REL is Ready



RADIO ENGINEERING LABS.,

for a Future

... BUILT UPON A PAST OF ACCOMPLISHMENTS

REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! To the left are seven of the many stations that 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 50KW. 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 a 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.


INC., Long Island City, New York

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS


[Continued from Page 348]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|-------------------------------------|--|--|---|--|--|
| The Daven Co. | Newark 4, N. J. | 191 Central Ave. | Mitchel 2-6555 | Lewis Newman | COMPONENTS: Variable and fixed attenuators, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, davohm and super davohm precision wire-wound resistors. TEST SETS: Transmission measuring sets, attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply, ratio arm boxes and logarithmic resistor boxes. |
| Doolittle Radio Inc. | Chicago 36 | 7421 S. Loomis Blvd. | Radcliffe 4100 | Dudley Gray | Transmitters, transmission line, monitors, testing equipment |
| Allen B. Dumont Laboratories, Inc. | Passaic, N. J. Detroit 1 | 2 Main Ave. 4461 Woodward Ave. | 3-1616 | Leonard F. Cramer H. B. Graham | Receiving and transmitting equipment, cathode-ray tubes |
| Eitel-McCullough, Inc. | San Bruno, Cal Salt Lake City | 525 West 13th South | 4000 Salt Lake 6-8761 | W. W. Eitel L. N. Pierri | Transmitting vacuum tubes, vacuum condensers |
| Electro-Voice Corp. | South Bend 24, Ind. | 1239 South Bend Ave. | 21431 | A. R. Kahn | Microphones |
| Evanston Sound Proof Door | Evanston, Ill. | 1127 Hinman Ave. | University 2758 | W. W. Lloyd | Sound proof doors |
| Fairchild Camera & Instrument Corp. | New York 18 Washington, D. C. | 475 Tenth Ave. Investment Bldg. | Longacre 3-1255 National 7770 | C. V. Kettering A. E. Nesbitt | Disc sound recording and playback equipment, recorders, amplifiers, equalizers, cutterheads, pickups, supplies |
| Farnsworth Television & Radio Corp. | Fort Wayne 1, Ind. New York 17 Washington 4, D. C. | 3700 E. Pontiac St. 1 E. 42nd St. Minsey Bldg. | Anthony 5301 Murray Hill 2-7924 Republic 1023 | Ernest H. Vogel D. W. May F. B. Ostman | Transmitters and receivers |
| Federal Telephone & Radio Corp. | Newark 2, N. J. Chicago Washington, D. C. | 591 Broad St. 333 North Michigan Ave. 1519 Conn. Ave., N. W. | Mitchell 2-5942 | E. Van Tubergen R. A. Vogeler S. W. Fenton | Complete AM, FM and television installations—transmitting and rectifying tubes, high frequency and power transmission lines, antenna, Federal selenium rectifiers, crystals, transformers |
| Ferranti Electric, Inc. | New York 20 | 30 Rockefeller Plaza | Circle 7-0912 | W. R. Spittal | Transformers, chokes, filters, reactors, etc. |
| Finch Telecommunications Inc. | Passaic, N. J. | | Murray Hill 5-7976 | Herman H. Rachkamp | Facsimile: Special equipment for facsimile |
| Gates Radio Co. | Quincy, Ill. | 220 Hampshire St. | 522 | Parker S. Gates | Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment for broadcast field |

(Continued on Page 356)



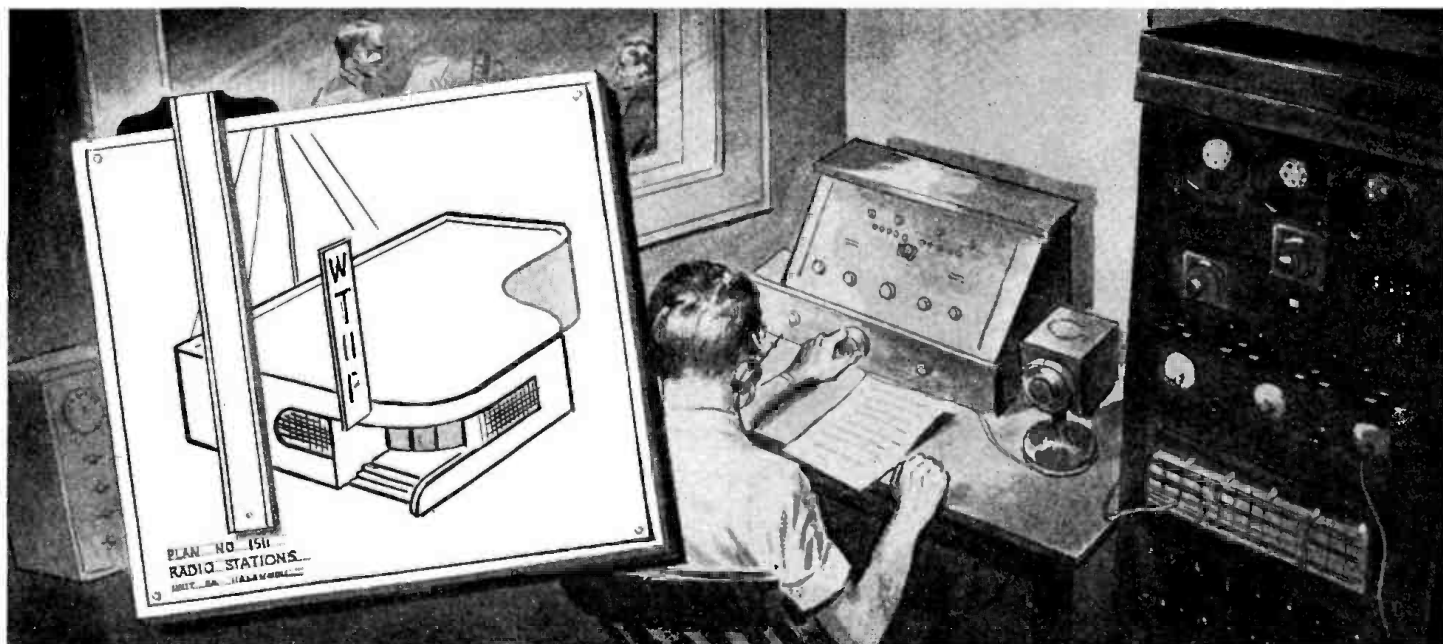
CRYSTALS



HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927



There's a Job To Be Done!

Gates

Broadcasting Equipment

**has won the right through performance and economy
to a place in your post-war conversion plans!**

During the war years, Gates Broadcasting Equipment has proved itself when "the chips were down." Hundreds of Gates-equipped stations have enjoyed *continued* operating efficiency at extremely low maintenance cost. This is a tribute to Gates engineering and designing . . . yet, new improvements are still taking place in our plant, where military production has created new developments that mean still better engineering design and efficiency. Gates is ready to talk to you now about the big job to be done . . . about the replacements and additional equipment you are planning now for installation as soon as you get "the green light." Gates engineers are ready and willing to help crystallize your plans now. Write at once for specifications, technical data and engineering suggestions.

Gates

RADIO COMPANY

QUINCY, ILLINOIS, U.S.A.

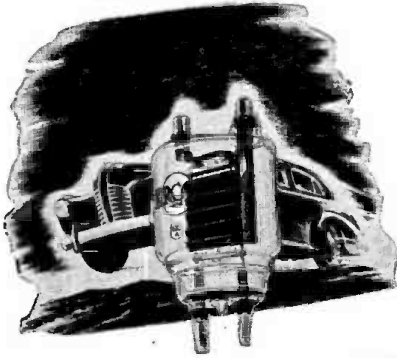
Ask About Our Priority Plan for Prompt Delivery When Gates Equipment Is Again Available.

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • TUNING AND CONTROL UNITS
AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

WHY YOU GET A "BONUS"

- Every RCA tube in your transmitter or associated equipment pays you a bonus in the form of long life and dependable performance.
- EXTRAS like these have made RCA tubes the standard of comparison in the broadcasting industry:

RCA tubes are "ROAD-TESTED"



Before new RCA tube types are considered ready for the top-notch performance you rightfully expect from them, RCA engineers put them through their paces at a grueling clip.

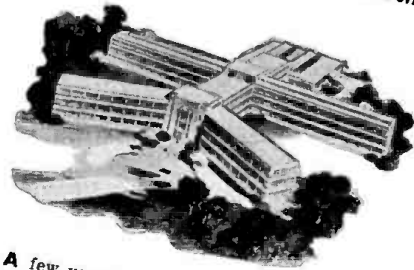
Heavy overloads, excessive voltages on filaments and grids—a few hours of punishment equal to months of normal service. These "punishment" tests are supplemented by "life" tests, in which the tubes are operated to the point of failure under normal conditions. From these tests RCA engineers determine how your RCA tubes will perform on the job—so that they will give you long, faithful service.

To be sure that this high quality is maintained in actual production, samples of completed tubes are regularly taken at random from the production lines and given the same complete life tests.

The effectiveness of this RCA "road-testing" method is borne out by the performance of RCA tubes in actual service.

RESEARCH is "king" at RCA

Two examples of RCA research at work



A few years ago instability in an experimental high-frequency tube impeded the design of better equipment. RCA engineers traced the cause to grid emission. To solve the problem, RCA research developed a new drawn-molybdenum platinum-clad grid wire—the molybdenum and platinum sheath to prevent grid emission. Today, many RCA high-frequency tubes use this RCA-developed grid wire to obtain the desired performance.

To crack another problem—that of obtaining longer life in certain transmitting tubes, such as the 811, 812, 826, 833-A, and 8005 — RCA employs zirconium-coated anodes. The rough surface of the zirconium provides great heat dissipation, protecting the anode of the tube and, at the same time, making it possible to operate the tube at high power levels. In addition, because of its chemical nature, zirconium combines with stray gases that would otherwise break down the high vacuum so necessary to long tube life.

WHEN YOU USE RCA TUBES

RCA tube parts are
"CUSTOM-CLEANED" before assembly



The care with which tube parts are cleaned of foreign matter and absorbed gases often spells the difference between good and bad tube performance. If the tube parts are not thoroughly cleaned, chemically as well as physically, before assembly, the high temperatures of actual service may release gases trapped in the untreated tube parts. A gassy tube can put a transmitter off the air.

Because so many different materials are used in modern tubes, it is necessary to use many different methods of cleaning to remove foreign material and absorbed gases.

At RCA each part is cleaned by the method best suited to the material from which it is made—a "custom-cleaning" job that protects your tubes from premature failure.

Only after these many painstaking steps have been taken are RCA engineers satisfied that your RCA tubes are clean enough to do the job they were built to do.

The RCA TUBE HANDBOOKS
keep trouble away



You may never have heard of the RCA tube handbooks, yet they are one of the reasons why transmitters designed around RCA tubes give fine performance.

RCA tube handbooks are standard equipment for any transmitter design engineer, for he knows that he can always pick from these handbooks the one best tube for a given job—and with full confidence that he can rely on the ratings given.

In this way, RCA's trained staff of technical writers is continually working for you. By keeping designers technically informed on tubes that are designed into equipment you buy, they help assure you of trouble-free tube performance.

Incidentally, if you are interested in RCA Tube Handbooks, write to RADIO CORPORATION OF AMERICA, Commercial Engineering Section, Dept. 62B, Harrison, New Jersey.



Buy
More
War
Bonds



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . in Radio . . . Television . . . Tubes . . . Phonographs . . . Records . . . Electronics

32-6031-1

The Magic Brain of all electronic equipment is a Tube...and the fountainhead of modern tube development is RCA!

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 352]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---------------------------|--|---|--|--|--|
| General Electric | Schenectady 5, N. Y. San Francisco 6 Atlanta 3 New York 22 Chicago 7 Cleveland, O. Dallas 2, Texas Philadelphia 2 Boston | 1 River Road 235 Montgomery St. 187 Spring St., N. W. 570 Lexington Ave. 840 S. Canal St. 4966 Woodland Ave. 1801 N. Samar St. 1405 Locust St. 140 Federal St. | 4-2211 Douglas 3740 Walnut 3757 Wickersham 2-1311 Wabash 5611 Endicott 4464 LD 224 Pennepacker 9000 Hubbard 1800 | W. R. David W. M. Boland C. J. Hendan H. J. Mandernach G. S. Peterson R. P. Van Zile R. N. Fowler T. B. Jacobs R. L. Hanks | Complete FM, AM, international and television broadcasting relaying equipment |
| General Radio Co. | Cambridge 39, Mass. New York 6 Chicago 5 Hollywood 38 | 275 Massachusetts Ave. 90 West St. 920 So. Michigan Ave. 1000 N. Seward St. | Trowbridge 4400 Cortlandt 7-0850 Wabash 3820 Hollywood 6321 | A. E. Thiessen Martin A. Gilman L. E. Packard Frederick Ireland | Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters |
| Graybar Electric Co. Inc. | New York 17 Atlanta 1 Boston 16 Chicago 7 Cincinnati 2 Cleveland 14 Dallas 2 Detroit 1 Jacksonville 1 Kansas City 8 Los Angeles 12 Minneapolis 15 New York 14 Philadelphia 7 Pittsburgh 22 Richmond 19 San Francisco 1 Seattle 4 St. Louis 3 | 420 Lexington Ave. 167 Walton St. 287 Columbus Ave. 500 S. Clinton St. 310 Elm St. 1010 Rockwell Ave. Austin and Wood Sts. 55 W. Canfield Ave. 12th and Main Sts. 1644 Baltimore Ave. 201 Santa Fe Ave. 824 S. 4th St. 180 Varick St. 910 Cherry St. 37 Water St. 6th and Cary Sts. 9th and Howard Sts. King and Occidental Sts. 2642 Washington Ave. | Mohawk 4-4000 Jackson 2261 Kenmore 4667 Webster 2800 Main 0600 Cherry 1360 Central 6454 Columbia 5500 Jacksonville 5-6785 Grand 0324 Trinity 3321 Main 1188 Walker 5-8000 Walnut 5405 Court 4000 Richmond 2-2833 Market 5131 Main 4635 Newstead 4700 | J. W. La Marque W. A. Northington J. P. Lynch H. Fritz A. W. Hallett R. M. Sauppe V. R. Young K. S. Deichman L. G. Fields R. W. Caldwell W. W. Kenney W. D. Anthony F. J. Stahl W. W. Ponsford R. F. Grossett L. E. Walker W. H. Johnson C. A. Marten H. H. Harris | Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone, aviation radio equipment condensers |
| Hallicrafters Co. | Chicago 16 Seattle 1 Atlanta 3 Boston New York 13 New York 7 Chicago 10 Minneapolis Kansas City 6 Columbus Los Angeles 6 San Francisco Dallas 1 Detroit New Orleans Chicago 26 | 2611 S. Indiana Ave. 2321 2nd Ave. 105 Forrest Ave. Bldg. N. E. 11 Beacon St. 395 Broadway 11 Warren St. 43 E. Ohio St. 256 1st Ave. N. 406 Reliance Bldg. 85 E. Gay St. 2022 W. 11th St. 420 Market St. P. O. Box 1805 1022 Kensington Rd. 918 Union 1753 Howard St. | Calumet 1600 Main 8811 Walnut 8246 Capitol 0050 Canal 6-69312 Cortland 71148 Delaware 8850 Main 8353 Victor 7050 Adams 8928 Fitzray 9913 Sutter 6027 Tennison 3-7093 Tuxedo 22651 Canal 1881 Hollycourt 1919 | R. W. Durst James J. Backer Mrs. H. W. Burwell Tim Cookley Haskell Blair Oscar Roye Gerard McL. Cole Fred Hill James P. Kay W. E. McFadden Dave Marshank W. J. Purdy J. Earl Smith Fred Stevens J. E. Muniot, Jr. M. Ortiz, Jr. (Export Representative) | Radio receivers |

(Continued on Page 360)

GLENN D. GILLETT
Consulting Radio Engineer

(In War Service)

National Press Building

Washington, D. C.

More than **35** Years of
Service

to the

RADIO INDUSTRY

AM
FM
TV

Whether Amplitude Modulation . . . Frequency Modulation . . . or Television — dependability is a *must* for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because *it stands up*.

For more than thirty-five achievement-studded years . . . from the Poulsen Arc to the new CBS Television Station . . . Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability *and* experience, combine to give you craftsmanship . . . the kind of craftsmanship that builds dependability into all Federal equipment.

In AM . . . FM . . . TV . . .

. . . your prime need in broadcast equipment is dependability — *look to Federal for it.*



Federal Telephone and Radio Corporation



Newark 1, N. J.

IT'S WINCHARGER TOWERS From MAINE to CALIFORNIA

Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.



Bonds for VICTORY



IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

Wincharger VERTICAL RADIATORS and ANTENNA TOWERS

WINCHARGER CORPORATION

SIoux CITY, IOWA

FRANK H. McINTOSH

CONSULTING RADIO ENGINEER

AM • FM

TELEVISION

FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

WASHINGTON, D. C.

METROPOLITAN 4477

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 356]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|-----------------------------|--|---|---|--|--|
| Hammarlund Mfg. Co., Inc. | New York 1 | 460 W. 34th St. | Longacre 5-1300 | L. A. Hammarlund | Receivers, transmitters, station equipment |
| Harris Mfg. Co. | Los Angeles 5 | 2422 W. 7th St. | Fitzroy 6026 | J. Henry Harris | Shadowgraphed transcription needles |
| Hartenstine-Zane Co. Inc. | New York 7 | 225 Broadway | Barclay 7-8390 | Charles J. Hartenstine | Contracting Engineers, specializing in radio antenna installation, including foundations for and erecting, lighting and painting towers |
| Heintz & Kaufman Ltd. | S. San Francisco Washington, D. C. | Transportation Bldg. | Delaware 3700 | R. W. Bunce J. D. Hopkins | Radio transmitting tubes and high vacuum rectifiers |
| Harvey Radio Co. | New York | 103 W. 43rd St. | Longacre 3-1800 | Harvey Sampson | Distributors of broadcast station parts and equipment. Also recording supplies and equipment |
| Hipower Crystal Co. | Chicago 47 | 2033 Charjeston St. | Armitage 5315 | R. Groth | Frequency control crystals |
| Hollister Crystal Co. | Boulder, Colo. | 1617 Pearl St. | 1720 | Herb Hollister | Quartz crystals and crystal holders |
| Johns-Manville Sales Corp. | New York 16 St. Louis San Francisco New York Chicago Boston | 22 East 40th St. 1000 Market St. 116 New Montgomery St. 22 East 40th St. 222 North Bank Drive 49 Federal St. | Lexington 2-7600 Central 3940 Douglas 4353 Lexington 2-4988 Delaware 1114 Liberty 4570 | P. J. Washburn R. B. Cleveland M. E. Sweeney L. Green Jr. A. A. Purvis L. W. Richardson | Acoustical materials, sound isolation construction, insulation, roofing, noise quieting treatment, asphalt tile flooring |
| E. F. Johnson Co. | Waseca, Minn. | Waseca | 990 | L. W. Olander | Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas |
| Lapp Insulator Co., Inc. | Le Roy, N. Y. | Le Roy | 385 | Brent Mills | Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off and transmission line insulators, special radio insulators, condensers—high pressure gas filled |
| Lehigh Structural Steel Co. | New York 4 | 17 Battery Pl. | Whitehall 4-1424 | J. F. Neary | Vertical radiators, radio towers |
| Lektra Laboratories, Inc. | New York 3 | 30 E. 10th St. | Algonquin 4-0230 | B. Eisenberg | Dynamic microphones, inter-communicating systems |

(Continued on Page 364)

HIGH LEVEL
MONITORING

minus

EYE FATIGUE



INSTRUMENTS FOR EVERY
COMMUNICATIONS NEED

Model 45
Precision
Portable DC
Instruments



Model 430
Portable
AC-DC
Instruments



Model 763
Direct-
Reading
Ohmmeter



Model 665
Volt-Ohm-
Milliammeter



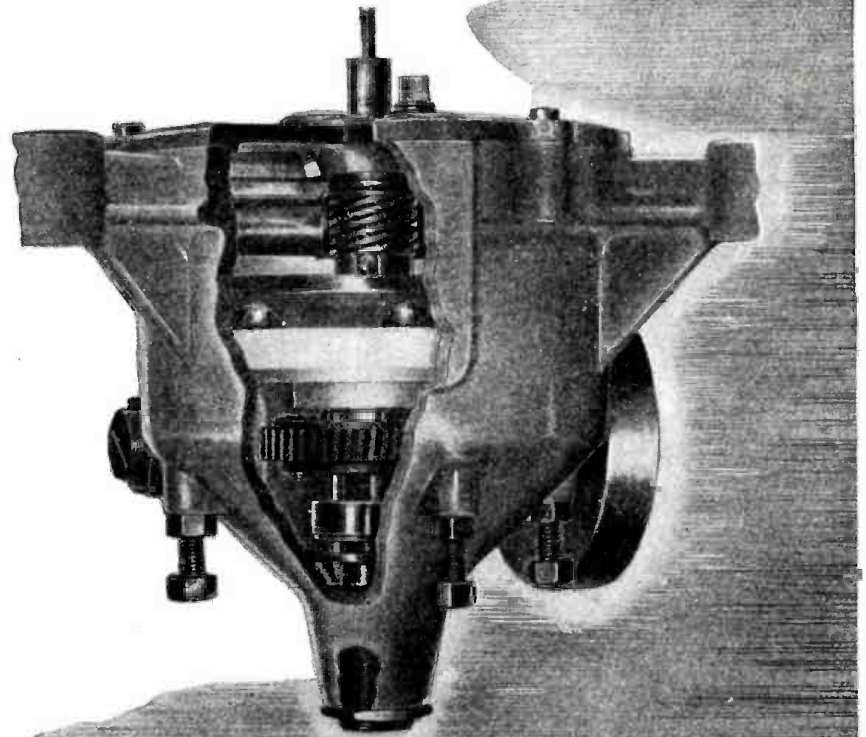
WESTON

TYPE 30

VOLUME LEVEL
INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

'WOW'
FREE



Fairchild No. 539
Portable Recorder

at the critical 33.3 rpm speed

'WOW' is the direct result of variation in turntable speed.

Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.

The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

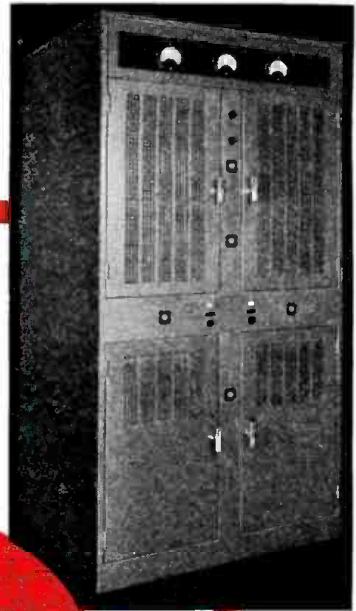
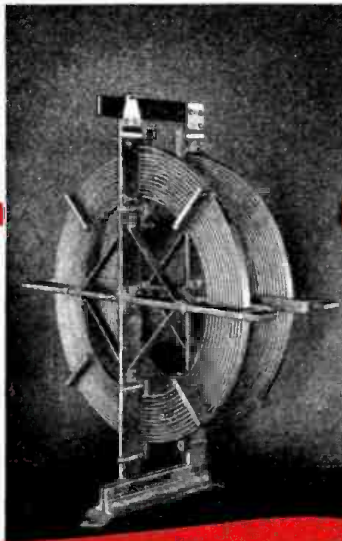
The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.



Fairchild **CAMERA**
AND INSTRUMENT CORPORATION

Fairchild **SOUND EQUIPMENT** includes:
Studio Recorders... Dynamic Pickups (lateral)
Transcription Turntables... Portable Recorders
Amplifier-Equalizers... Magnetic Cutterheads
Dynamic Pickups (vertical-lateral).

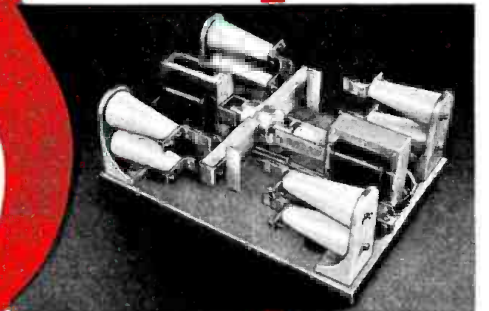
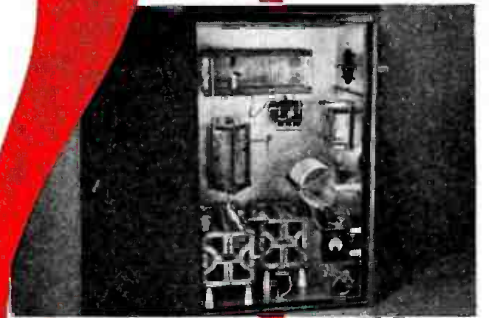
Descriptive and priority data are available. Address —
New York Office: 475 Tenth Avenue, New York 18;
Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.



Individually Designed

For years Johnson has specialized in individually designed components for radio transmitting equipment. Pictured on this page is a gas filled pressure variable condenser with Mycalex insulated flexible coupling, a coupling inductor, a broadcast station phasing unit for a directional antenna system, a broadcast station tower coupling unit, and a switching relay capable of carrying heavy currents, and requiring no holding current to maintain contact.

These are typical of the thousands of Johnson-designed units that are in service all over the world. Some of them are adaptations of a standard design and others are engineered from the beginning for a particular application. Johnson Engineers like performance specifications. If you have a radio problem, write for the Johnson solution. We believe you will like it, and there is no obligation.



Write for the NEW
Johnson Catalog

JOHNSON
a famous name in Radio



GEORGE C. DAVIS

Consulting Radio Engineer



**Complete Consulting and
Field Engineering
Services**



William N. Greer, Associate

501-505 Munsey Building

Washington, D. C.

District 8456-7

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 360]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|-----------------------------------|---------------------------------|---|----------------------------------|--------------------------------|--|
| John E. Lingo & Son, Inc. | Camden, N. J. | 2814 Buren Ave. | Camden 0487 | J. E. Lingo | Vertical radiators, supporting poles for FM or television antennas, UHF antennas, portable steel tubular or dural vertical radiators or antenna supporting masts |
| Lowell Needle Co. Inc. | Putnam, Conn. | 1 Wildore St. | Putnam 186 | Elliott D. Dean | Transcription needles |
| Miles Reproducer Co. Inc. | New York 3 | 812 Broadway | Gramercy 5-9466 | J. M. Kuhlík | Film recorders and reproducers |
| Mirror Record Corp. | New York 10 | 58 W. 25th St. | Chelsea 3-2222 | P. K. Trautwein | Recording equipment and blank discs |
| Mycalex Corp. of America | New York | 30 Rockefeller Plaza | Columbus 5-5990 | Charles J. Sauter | Electronic insulating materials for radio, radar, television and FM sets—also electronic materials in general |
| New Jersey Plastics, Inc. | Newark, N. J. | Raymond Blvd. and Blanchard St. | Market 3-4633 | E. P. Wenzelberger | Phonograph and broadcasting records |
| Ohmite Mfg. Co. | Chicago 44 | 4885 Flournoy St. | Austin 1070 | Ray S. Laird | Rheostats, resistors, tap switches, chokes and dummy antennas |
| Pacific Sound Equipment Co. | Los Angeles 28 Bethesda, Md. | 1534 Cahuenga Blvd. 4821 Bethesda Ave. | Hempstead 6831 Wisconsin 3188 | William Maas William Holmes | Transcription playback equipment, public address systems, amplifiers, phonographs, etc. |
| Panoramic Radio Corp. | New York | 242 W. 55th St. | Circle 6-9440 | Harvey Pollack | Specialized test equipment |
| Par-metal Products Corp. | Long Island City 3, N. Y. | 32 49th St. | Astoria 8-8905 | A. A. Parmet | Steel cabinet racks and other metal equipment |
| Permo, Inc. | Chicago 26 | 6415 Ravenswood Ave. | Briargate 2420 | R. J. Diedericks | Long life phonograph needles and cutting styli |
| Phonograph Needle Mfg. Co., Inc. | Providence 5 | 42 Dudley St. | Dexter 5952 | J. H. Moody | 100% shadowgraphed inspected special reproducing needles |
| Poinsettia, Inc. | Pitman, N. J. | 100 Cedar Ave. | | F. P. Carter | Record manufacturing equipment |
| Precision Piezo Service | Baton Rouge 10, La. | 427 Mayflower St. | 5359 | C. E. Pearce | Quartz crystals, holders and ovens. |
| Premier Crystal Laboratories Inc. | New York 7 | 63 Park Row | Beekman 3-2824 | Arthur A. Glass | Crystals, crystal holders, frequency meters, reactance meters, dials, temperature controlled crystal oscillators, pilot light indicators, temperature ovens |

(Continued on Page 366)

AMERTRAN TRANSFORMERS RECTIFIERS AND REACTORS FOR TRANSMITTERS

First famed for their installation in Marconi's original transoceanic transmitter, AmerTran power equipment was then and will continue to be unsurpassed in quality and dependability. Their design progress ever anticipates communications and broadcasting's needs. Their performance invariably exceeds expectations—as has been repeatedly proved in the present war. Entrust your proposed transmitter power supply to AmerTran. Specify AmerTran Modulation, Filament and Plate Transformers and Reactors of Oil or Abestol Immersed or Dry Type in any required rating or frequency. High and Low Voltage Rectifiers and Transtat Voltage Regulators also supplied. Write for detailed information.

AMERICAN TRANSFORMER CO., 182 Emmet St., Newark 5, N. J.



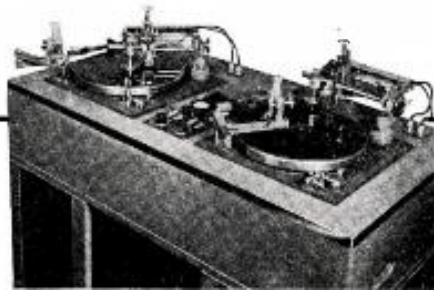
JOHN BARRON
Consulting Radio Engineers

Specializing in Broadcast and
Allocation Engineering

GEORGE E. GAUTNEY
Associate

Earle Building, Washington 4, D. C.
Telephone National 7757

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
BROADCASTING • *Broadcast Advertising*

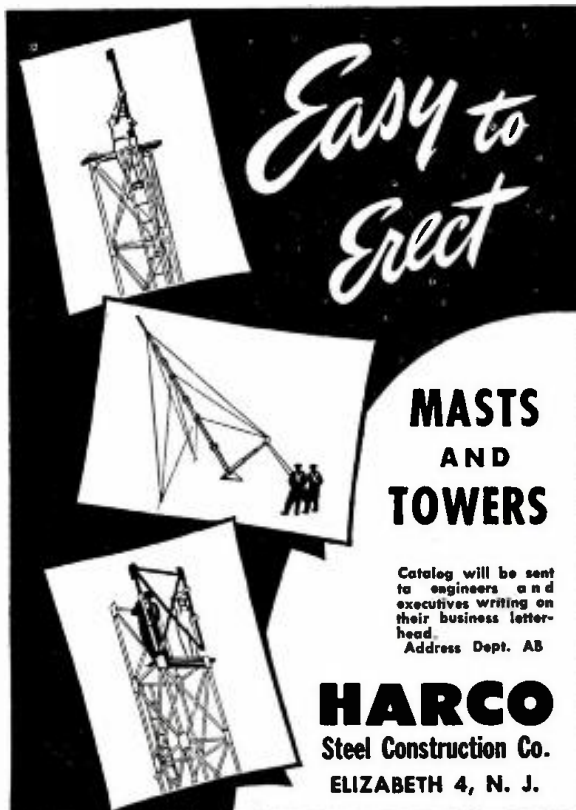
1945 Yearbook Number • Page 365

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 364]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | NATURE OF SERVICE |
|---|--|--|--|--|---|
| Presto Recording Corp. | New York 19 Detroit Belmont, Mass. Kansas City Minneapolis Cleveland Chicago Silver Spring, Md. Los Angeles Seattle Dallas Rochester Montreal, Que. New York Philadelphia 81 Winter Haven, Fla. | 242 W. 55th St. 18288 Appoline Ave. 350 Lake St. 302 Reliance Bldg. 88 S. Tenth St. 1836 Euclid Ave. 690 S. Michigan Ave. Silver Spring 5334 Hollywood Blvd. 104 Battery St. P. O. Box 1805 76 Brookwood Rd. Dominion Sq. Bldg. 25 Warren St. 5060 City Line Ave. 940 Lake Elbert Drive | Circle 5-7760 University 1-0180 4510 Victor 4631 Atlantic 4216 Maine 1565 Harrison 4240 Shepherd 4003 Hillside 9133 Sen. 2560 Dallas 37093 Cul. 5548 Marquette 6368 Barclay 7-6513 Greenwood 0799 22684 | Ralph C. Powell Art Adams Henry M. Lane C. E. Terry E. H. Van Kreveken Ernest P. Seatt Leroy W. Beier M. F. Taylor Norman B. Neely L. D. Marsh J. Earl Smith George S. Driscoll Walter P. Downs M. Simons M. F. Taylor M. F. Taylor | Instantaneous sound recording equipment, blank discs, cutting and playing needles, transcription turntables |
| Radiad Service | Chicago 14 | 720 W. Schubert Ave. | Buckingham 4800 | Edward L. Foertsch | Transcription players and turntables |
| Radio Corporation of America (RCA Victor Division) | Camden, N. J. Atlanta 3 Chicago 11 Cleveland 15 Dallas 1 New York 16 San Francisco 3 Washington 6, D. C. | Front and Cooper Sts. 530 Citizens and Southern Bank Bldg. 445 N. Lake Shore Drive 1621 Euclid Ave. 2010 Jackson St. 411 5th Ave. 170 9th St. 1625 K St., N. W. | Camden 8000 Walnut 6946 Whitehall 4600 Cherry 3450 Riverside 1371 Ashland 4-7605 Hemlock 8300 District 1260 | C. M. Lewis P. G. Walters, Jr. A. Josephsen J. H. Keachie W. M. Witty H. Sadenwater E. Frost F. H. Engel | AM, FM and television transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, heat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment. |
| RCA Victor Co., Ltd. | Montreal, Que. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S. | 1001 Lenoir St. 1206 Homer St. 523 Eighth Ave. W. 168 Market St. 36 Breadalbane St. 99 Brunswick St. | Wellington 3671 Marine 4241 Maine 3928 97201 Midway 1186 3-6186 | H. S. Walker C. R. Gordon F. T. Myles E. P. Burns F. A. Boyle C. C. Bowers | Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment, FM transmitters, antenna phasing equipment, engineering services, loudspeakers, transmission line accessories, crystals and crystal holders. |
| Radio Engineering Laboratories, Inc. | Long Island City 1, N. Y. Chicago Detroit Hollywood, Cal. | 35-54 86th St. 612 N. Michigan Ave. 2040 Grand River Ave. W. 5334 Hollywood Blvd. | Astoria 8-1010 Superior 9109 Cherry 2270 Hillside 9133 | Charles M. Srebroff Ralph B. Ritter M. N. Duffy Norman B. Neeley | Broadcast transmitters 1-50 KW, antennas, consoles, measuring equipment, STL relays and receivers |
| Rauland Corp. | Chicago 41 | 4245 N. Knox Ave. | Mulberry 5000 | R. M. Gray | Television—direct wiring and projection type cathode ray phototubes |
| The Recordit Co. | St. Louis 1, Mo. | 315 N. 7th St. | Garfield 5636 | A. Edward Gross | Recording equipment, recording accessories, microphones, needles, rec-o-pads |
| Recoton Corp. | New York 10 | 212 Fifth Ave. | Murray Hill 5-6092 | Edward M. Bieber | Recording and playback needles |
| Rek-O-Kut Co. | New York | 178 Lafayette St. | Canal 6-3835 | G. Silber | Instantaneous recording mechanisms |
| Charles E. Schuler | Newark, Ohio | Box 631 | 4319 | Charles E. Schuler | Vertical radiators and towers of all descriptions |
| Scientific Radio Service | University Park, Md. | 4301 Sheridan St. | Hyattsville 0535 | H. D. Eisenhauer | Piezo electric crystals |
| Shure Brothers | Chicago 10 New York 6 Los Angeles 15 Seattle 1 Atlanta 3 | 225 W. Huron St. 136 Liberty St. 908 Vance Blvd. 2411 First Ave. 105 Forrest Ave. | Delaware 4550 Worth 2-6550 Richmond 6363 Elliot 8882 Walnut 8246 | J. A. Berman F. Edwin Schmitt W. Bert Knight R. C. James H. W. Burwell | Microphones, microphone stands, phonograph pickups |

(Continued on Page 371)



Easy to Erect

MASTS AND TOWERS

Catalog will be sent to engineers and executives writing on their business letterhead.
Address Dept. AB

HARCO
Steel Construction Co.
ELIZABETH 4, N. J.

**BROADCAST ENGINEERS
— POLICE RADIOMEN**

Write Now!

— on your phasing and tuning gear problems

● Let us know *now* your requirements and specifications for *phasing and tuning gear* for your directional antenna. Andrew custom built equipment will again become available as soon as Uncle Sam releases our engineering and manufacturing facilities from production for war.

This release may come at any moment. Be sure that your needs are listed at the top of our peace-time back-log. The planning you do now will speed your own reconversion to the new high standards of the future.

Andrew engineers will gladly apply their years of skilled experience to the solution of your special problems in the field of directional antenna equipment . . .

- Phasing networks and equipment
- Antenna tuning units
- Remote reading antenna ammeters
- Phase monitors
- Coaxial transmission lines and accessories

ANDREW CO.
ANDREW
363 East 75th Street
Chicago 19, Illinois

HERE'S WHERE



4 GET YOU 5

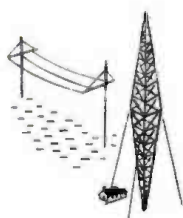
Only under one name—the oldest name in broadcasting—can you obtain the 4 "Invisible Ingredients" which give you the newest, most successful combination in fine transmitters. This Westinghouse foursome is working for others, day after day. It now awaits a reservation by you, to start your station toward a greater future in its market. The 4 "Invisible Ingredients" are:



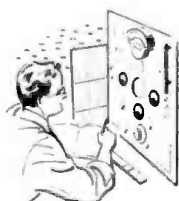
6-STATION OPERATING EXPERIENCE funneled into Westinghouse transmitter design. Experience year after year . . . with KDKA, WBOS, WBZ, WOWO, WGL and WBZA . . . plus short wave, television and FM—all this provides the "know-how" that lifts Westinghouse transmitters into a class by themselves.



TRANSMITTERS DESIGNED FOR OPERATORS BY OPERATOR-ENGINEERS. Years at the controls can make a good radio engineer better—better at understanding the operators' problems . . . better able to foresee, and to forestall any difficulties.



OVER 20 YEARS OF BUILDING TRANSMITTERS. The world's first broadcasting was "By courtesy of Westinghouse" . . . and every day since then a large portion of the world's programs has radiated from Westinghouse transmitters. From them has come a new standard of excellence for the industry.



WARTIME HIGH-FREQUENCY EXPERIENCE. In the war "up to their ears", Westinghouse radio engineers are in the advance guard of high-frequency development . . . perfecting many war techniques that will make peacetime transmitters far more efficient . . . more economical to operate . . . more dependable than ever.

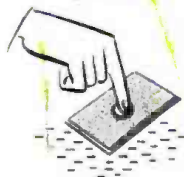
YOU NEED THE "VITAL 5" by Westinghouse



The 4 "Invisible Ingredients" add up to 5 vital advantages, that are "on the beam" with any broadcaster—



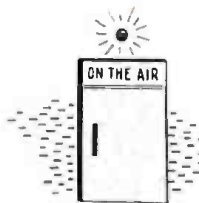
HIGH FIDELITY OF SIGNALS assured by
Equalized audio feedback system
Simplified Class C circuits
Low carrier noise
Conservative design and operation



SIMPLICITY OF CONTROL gained by
Single master control
Accessibility of individual controls
Telltale lights
Simplified circuits



LOW OPERATING COST
Air-cooled tubes
Metal plate rectifiers
Conservative operation of tubes
Class C operation



CONTINUITY OF SERVICE depends on
Air-cooled tubes
Conservative operation of tubes
Overload indicator lights
Surgeproof metal rectifiers
Tube life meters
Most modern circuit breakers



EASE OF MAINTENANCE is due to
Complete protection to operators
Dead-front controls
Instruments at ground potential
Instant indication of abnormal circuits

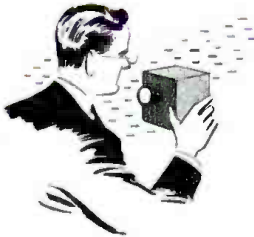
TURN THE PAGE . . . test yourself on the facts that prove the superior fitness of Westinghouse for this job. →



Which Came First . . . ?

1.

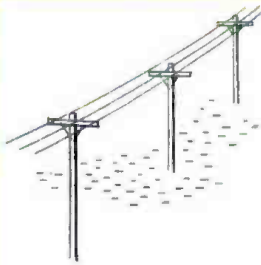
When did the first broadcasting station start operations?*



1910?
1939?
1492?
1929?

6.

When were the first quartz crystals used in broadcasting transmitters?*



2.

When was the first network program broadcast?*

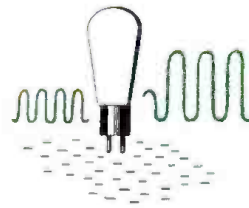
7.

When were the first secondary and portable standards for monitoring broadcasting stations built?*



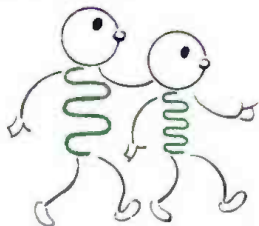
3.

When was the first factory-made home receiver for nontechnical operation produced?*



8.

When was the first high power Class B audio system used?*



4.

When was the first short wave broadcast?*

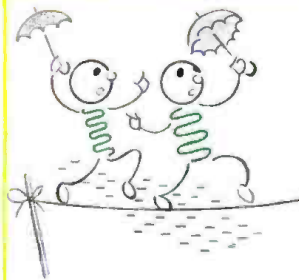
9.

When was the first remote pickup station built?*



5.

When were the first heterodyne receiver circuits patented?*



10.

When were two broadcasts run simultaneously on the same frequency for the first time?*

* A WESTINGHOUSE "FIRST"

** WESTINGHOUSE WAS A LEADER IN THESE

WESTINGHOUSE THE OLDEST NAME IN BROADCASTING

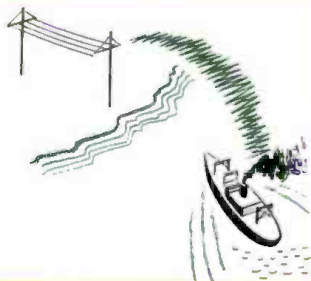
A QUIZ PROGRAM FOR BROADCASTERS AND INTERESTED OLD-TIMERS

The following questions mark high spots in the progress of radio from its crystal detector days. Score ten points for each question you answer correctly. If

you score 150 or more, you're an expert; 120 marks you as exceptional; 100 is better than average. To check your answers, turn the page:

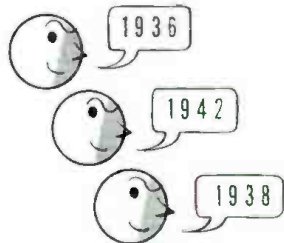
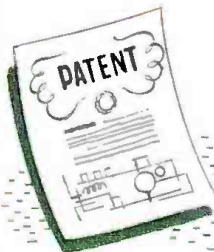
11.

When was the first short wave equipment made for ocean-going vessels?*



16.

When was the patent applied for on the first thermionic vacuum tube with indirectly heated cathode?*

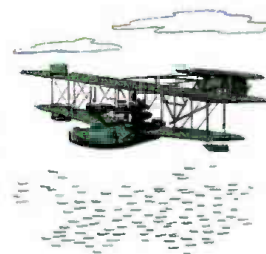


12.

When was patent applied for, to send both AM and FM on the same carrier waves?*

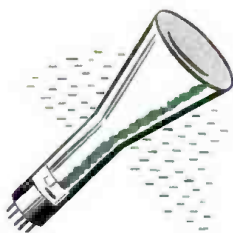
17.

When was the first navy plane transmitter for transoceanic flight produced?*



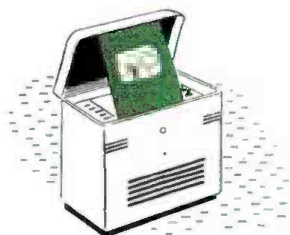
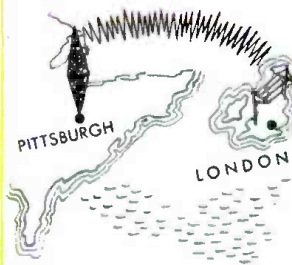
13.

When was the first patent applied for on an electronic-beam iconoscope?*



18.

When was U. S. short wave broadcast first received in England?*



14.

When was the first cathode ray tube for television patent applied for?*

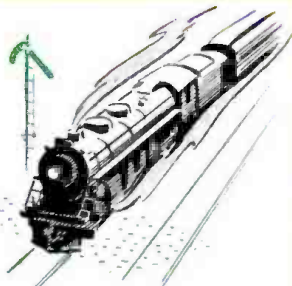
19.

When was police car and station radio communication first used?*



15.

When was the first railway radio installed?*



20.

When was the first news broadcast?*



COMPARE THE RECORDS... More than 43 important "Firsts" like these . . . plus a leading position in 29 other major developments . . . have all established Westinghouse in the forefront of radio broadcasting development. No manufacturer of transmitters can claim to be closer to the

industry, or more familiar with the needs of America's broadcasters.

TURN TO THE NEXT PAGE... see how you can take advantage of all this Westinghouse experience—to do your job better and easier . . .

WESTINGHOUSE THE OLDEST NAME IN BROADCASTING



THE FINE ART OF GETTING THE JUMP

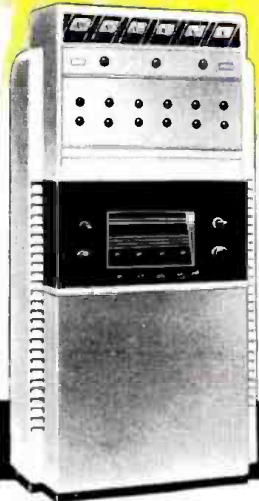
ON POSTWAR COMPETITION



One of the station executive's most pressing problems—getting the jump on postwar competition—is answered in this book. It outlines a simple plan for getting your station on the air sooner . . . with the new and even more efficient Westinghouse AM and FM equipment that's coming. The book gives you a "picture preview" of Westinghouse FM equipment . . . helpful information on FM developments . . . a perfect yardstick for buying a transmitter . . . things you can do now to maintain or improve your competitive position . . . postwar.

The book is being distributed to stations throughout the country. However, if you should fail to receive your copy, please write Westinghouse Electric & Manufacturing Co., P. O. Box 868, Pittsburgh 30, Pa. 1-08099

THIS BOOK REVEALS IT..!



Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE
The Oldest Name in Broadcasting

AM
ELECTRONICS
FM

ADD UP YOUR SCORE!

1. In 1920 by KDKA, still a Westinghouse station.
2. In 1923, with 2 of the 4 stations Westinghouse-owned.
3. The Aerola, RC in 1921.
4. In 1922 by 8XK, Pittsburgh.
5. 1923.
6. 1926.
7. 1928.
8. At KDKA in 1931.
9. In Pittsburgh, 1924.
10. In 1926, with Westinghouse stations WBZ and WBZA.
11. In 1927-28.
12. On Sept. 14, 1935.
13. In 1923.
14. On November 16, 1929.
15. In 1924 on the Norfolk & Western R. R.
16. 1923.
17. In 1919, for flight of NC-4s.
18. A baseball broadcast in 1922.
19. In 1922 by Pennsylvania State Police.
20. November 2, 1920—Harding-Cox election.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from page 366]

| NAME OF COMPANY | CITY | ADDRESS | TELEPHONE | MANAGER | PRODUCTS |
|--------------------------------------|--|---|--|--|--|
| Sound Apparatus Co. | New York 19 | 150 W. 46th St. | Bryant 9-8776 | A. W. Niemann | Automatic graphic sound and recorders of various types |
| The Sound Scriber Corp. | New Haven 11, Conn. | 82 Audubon St. | 7-4248 | Herbert G. Froerer | Soundscriber electronic disc recording-reproducing equipment |
| Sun Radio & Electronics Co. | New York 7 | 212 Fulton St. | Barclay 7-1840 | Samuel Schwartz | Radio-electronic parts of all types—including tubes, meters, test equipment, communications receivers, recorders, playbacks, microphones, loudspeakers, pickups, etc.—also record blanks |
| Thordarson Electric Mfg. Co. | Chicago 10 | 500 W. Huron St. | Whitehall 6444 | Jerome H. Kleker | Transformers |
| Tower Sales & Erecting Co. | Portland 11, Ore. | 6100 N. E. Columbia Blvd. | Trinity 7303 | C. H. Fisher | Vertical radiator installation, including piers, steel erection, ground system, lighting and painting |
| Transmitter Equipment Mfg. Co., Inc. | New York 14 Long Beach, Cal. Chicago | 345 Hudson St., N. 4214 Country Club Drive 154 East Erie St. | Worth 4-7305 | Morton B. Kahn Don C. Wallace E. R. Peel | Broadcast transmitters, studio speech input assemblies, portable speech amplifiers, mobile broadcast transmitters |
| Truscon Steel Co. | Youngstown 1, Ohio | Albert St. | 3-2171 | George F. Bateson | Self-supporting vertical radiators, uniform cross section guyed masts, copper mesh ground screens |
| The Turner Co. | Cedar Rapids, Iowa | 909 17th St., N. E. | 3-2607 | William J. Nezerka | Microphones |
| United Electronics Co. | Newark 2 Chicago Cleveland Jackson, Mich. Los Angeles | 42 Spring St. 154 East Erie St. 1456 Waterbury Road 618 Dwight Bldg. 300 W. 11th St. | Humboldt 2-0576 | C. A. Rice E. R. Peel John O. Olsen P. M. Day J. T. Hill | Transmitting tubes |
| U. S. Recording Co. | Washington 5 | 1121 Vermont Ave., N.W. | District 1640 | Joseph Tait | Speech input equipment |
| United States Television Mfg. Corp. | New York | 106 Seventh Ave. | Chelsea 2-3966 | | Radio and television receivers, electronic equipment |
| Universal Microphone Co. | Inglewood, Cal. New York 11 Chicago 11 Seattle Cleveland | 424 Warren Lane 259 W. 14th St. 540 N. Michigan Ave. 2321 Second Ave. 530 Erie Bldg. | Oregon 8-2148 Chelsea 27350 Delaware 1551 Main 8811 Prospect 7265 | Cecil L. Sly Howard F. Smith L. G. Cushing James J. Backer E. C. Edwards | Microphones, stands and accessories—component parts of recording units |
| Westinghouse Electric & Mfg. Co. | Baltimore 3 Atlanta 2 Boston 10 Chicago 6 New York 5 Philadelphia 4 Pittsburgh 30 St. Louis 1 San Francisco 4 Washington 6, D. C. | 2519 Wilkens Ave. 1299 Northside Drive, N. W. 10 High St. 20 North Wacker Drive 40 Wall St. 3001 Walnut St. 306 Fourth Ave. 411 North 7th St. 1 Montgomery St. 1625 K St., N. W. | Edmondson 2300 Atwood 1641 Liberty 0600 Franklin 6520 Whitshell 3-4321 Evergreen 8700 Atlantic 8400 Central 1120 Exbrook 6353 National 8843 | Walter Evans Thomas Fuller F. L. Nason F. T. Whiting James Boyd E. W. Loomis J. K. B. Hare C. E. Allen C. A. Dostal C. S. Weber | Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights |
| Weston Electrical Instrument Corp. | Newark 5 | 614 Frelinghuysen Ave. | Bigelow 3-4700 | V. E. Jenkins | Electrical instruments |
| Wincharger Corp. | Sioux City 6, Iowa | E. 7th and Division Sts. | 3-6513 | M. M. Lasensky | Radio towers, vertical radiators, FM antennas, supporting towers for FM antennas, lighting equipment for radio towers |

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

CONSTRUCTION, OPERATION COSTS OF AM-FM-VIDEO STATIONS

ALTHOUGH it is difficult to establish a pattern for comparing the relative construction and operation costs of AM, FM and television stations, the tables which follow indicate the financial experience of the nation's broadcasters in all three categories of the art.

Tables I and II are taken from FCC reports. Tables III and IV were provided by FM Broadcasters Inc. Table V reflects the Dumont experience with WABD New York, a video outlet, Table VI shows operating costs of WRGB Schenectady, a General Electric Co. television station.

Further textual comment on television costs, appended to Table VI, is taken from remarks made by James D. McLean, sales manager of television transmitting equipment, GE, in testifying before the FCC allocation hearings.

TABLE I
SUMMARY OF TANGIBLE BROADCAST PROPERTY APPLICABLE TO STANDARD BROADCAST OPERATIONS SEGREGATED BETWEEN FOUR MAJOR NETWORKS AND THEIR NINE KEY STATIONS, FIVE REGIONAL NETWORKS, 604 STATIONS AFFILIATED WITH MAJOR NETWORKS AND 228 STATIONS NOT SERVING AS SUCH OUTLETS 1943

| Particulars | STATIONS SERVING AS OUTLETS FOR MAJOR NETWORKS | | | | | | | | | | |
|---|--|-----------|-----------------------|-----------|--------------|-------------|--------------|-----------|-----------|-------------------|-------|
| | Clear channel | | | | Regional | | | | Local | | Total |
| | 50,000 watts | | 5,000 to 20,000 watts | | Unlimited | | Part-time | | Unlimited | Day and part-time | |
| | Unlimited | Part-time | Unlimited | Part-time | Unlimited | Part-time | Unlimited | Part-time | Unlimited | Day and part-time | |
| Number of stations..... | 41 | 3 | 20 | 1 | 240 | 22 | 276 | 1 | 604 | 868 | |
| Cost to licensee..... | \$16,041,264 | \$597,934 | \$2,068,190 | \$77,484 | \$29,223,017 | \$1,279,851 | \$7,466,895 | \$15,783 | \$56,770 | \$67,770 | |
| Depreciation to date under ownership of licensee..... | 9,058,793 | 254,400 | 838,991 | 13,806 | 13,127,523 | 555,808 | 3,540,701 | 10,609 | 27,400 | 631 | |
| Depreciated cost..... | 6,982,471 | 343,534 | 1,229,199 | 68,628 | 16,095,494 | 724,043 | 3,926,194 | 5,174 | 29,369 | 737 | |
| STATIONS NOT SERVING AS OUTLETS FOR MAJOR NETWORKS | | | | | | | | | | | |
| Number of stations..... | | | 5 | 2 | 28 | 39 | 129 | 25 | 228 | 111 | |
| Cost to licensee..... | | | \$1,472,188 | \$242,853 | \$1,916,456 | \$3,080,416 | \$3,122,297 | \$546,901 | \$10,381 | \$10,381 | |
| Depreciation to date under ownership of licensee..... | | | 448,671 | 182,514 | 955,361 | 1,174,559 | 1,297,612 | 276,817 | 4,395 | 534 | |
| Depreciated cost..... | | | 1,023,517 | 60,339 | 961,095 | 1,905,857 | 1,824,685 | 270,084 | 6,045 | 577 | |
| ALL COMMERCIAL STATIONS | | | | | | | | | | | |
| Number of stations..... | 41 | 3 | 25 | 3 | 268 | 61 | 405 | 26 | 832 | 979 | |
| Cost to licensee..... | \$16,041,264 | \$597,934 | \$3,540,378 | \$320,287 | \$31,139,473 | \$4,380,267 | \$10,589,192 | \$562,684 | \$67,151 | \$67,151 | |
| Depreciation to date under ownership of licensee..... | 9,058,793 | 254,400 | 1,287,662 | 196,320 | 14,082,884 | 1,730,367 | 4,838,313 | 287,426 | 31,736 | 165 | |
| Depreciated cost..... | 6,982,471 | 343,534 | 2,252,716 | 123,967 | 17,056,589 | 2,629,900 | 5,750,879 | 275,258 | 35,415 | 814 | |

* The licensee of 1 station reported no owned broadcast property.

TABLE III

ESTIMATED ANNUAL OPERATING COST
1,000 w FM Station
Six Hours Daily
(As prepared by FM Broadcasters Inc.)

| | |
|-------------------------------------|-----------------|
| Rent..... | \$6,000 |
| Station Manager..... | 5,000 |
| Announcer..... | 3,000 |
| Stenographer..... | 1,800 |
| Telephone—Office Supplies..... | 1,000 |
| Operators (3)..... | 3,500 |
| Promotion..... | 2,400 |
| Power and Light..... | 1,200 |
| Tube Replacements..... | 450 |
| Social Security & Compensation..... | 1,000 |
| Taxes..... | 750 |
| Apparatus Maintenance..... | 6,000 |
| Depreciation..... | 350 |
| Insurance..... | ??? |
| Program Production..... | 6,000 |
| Transcription Service..... | 2,500 |
| News Service..... | 3,335 |
| FMBI Dues..... | 300 |
| Misc. Program Material..... | 1,400 |
| Copyright Fees..... | ??? |
| Transmitter Site Rent..... | ??? |
| Total..... | \$52,685 |

TABLE IV

ESTIMATED CONSTRUCTION COSTS FOR FM STATIONS
(As prepared by FM Broadcasters Inc.)

| ITEM | 1,000 w | 3,000 w | 10,000 w | 50,000 w |
|---------------------------|---------------|---------------|---------------|----------------|
| Filing..... | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 2,500 |
| Transmitter..... | 10,000 | 13,750 | 25,000 | 75,000 |
| Antenna..... | 6,000 | 7,500 | 12,500 | 17,000 |
| Studio Control..... | 4,000 | 5,000 | 5,000 | 10,000 |
| Installation..... | 2,500 | 3,000 | 7,500 | 15,000 |
| Measuring Equipment..... | 2,000 | 2,000 | 3,000 | 3,000 |
| Proof of Performance..... | 2,500 | 2,500 | 2,500 | 2,500 |
| Miscellaneous..... | 1,000 | 2,000 | 3,000 | 5,000 |
| Totals..... | 30,500 | 38,250 | 61,000 | 130,000 |

These average estimates assume that transmitter and antenna are located at the point from which programs originate, a condition which may well obtain up to ten kw. Where the locations differ it is necessary to rent high fidelity telephone lines or install an STL (studio-transmitter) link. Telephone rentals vary greatly but one 22-mile link, capable of 15,000-cycle transmission, costs approximately \$345 per month. A complete STL link costs approximately \$11,530 and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as microphone amplifiers. Pick-up equipment for programs outside the studio should cost approximately \$800. Studio construction costs will depend upon whether a remodeling job or an entirely new structure is intended. The simplest kind of remodeling job, allowing for a minimum of studio, control and transmitter space (not over ten kw.) should cost approximately \$12,000. This would cover some sound isolation and acoustical treatment.

(Continued on page 374)

TABLE II
REVENUE & EXPENSES OF 832 COMMERCIAL STATIONS IN 1943

| | | | | | | | | | |
|--|--------------|-------------|-------------|-----------|--------------|-------------|--------------|-----------|---------------|
| All commercial stations: | 41 | 3 | 25 | 3 | 268 | 61 | 405 | 26 | 832 |
| Number of stations..... | \$40,149,999 | \$2,339,200 | \$6,939,300 | \$619,572 | \$66,038,038 | \$7,134,961 | \$25,307,601 | \$896,961 | \$149,485,682 |
| Broadcast revenues..... | 23,743,043 | 1,674,153 | 5,393,056 | 468,938 | 44,656,027 | 6,089,045 | 20,171,375 | 714,564 | 102,909,601 |
| Broadcast expenses..... | 16,406,956 | 665,047 | 1,546,244 | 151,234 | 21,382,011 | 1,105,916 | 5,136,226 | 182,397 | 46,576,031 |
| Broadcast income or (loss) before Federal income tax | | | | | | | | | |

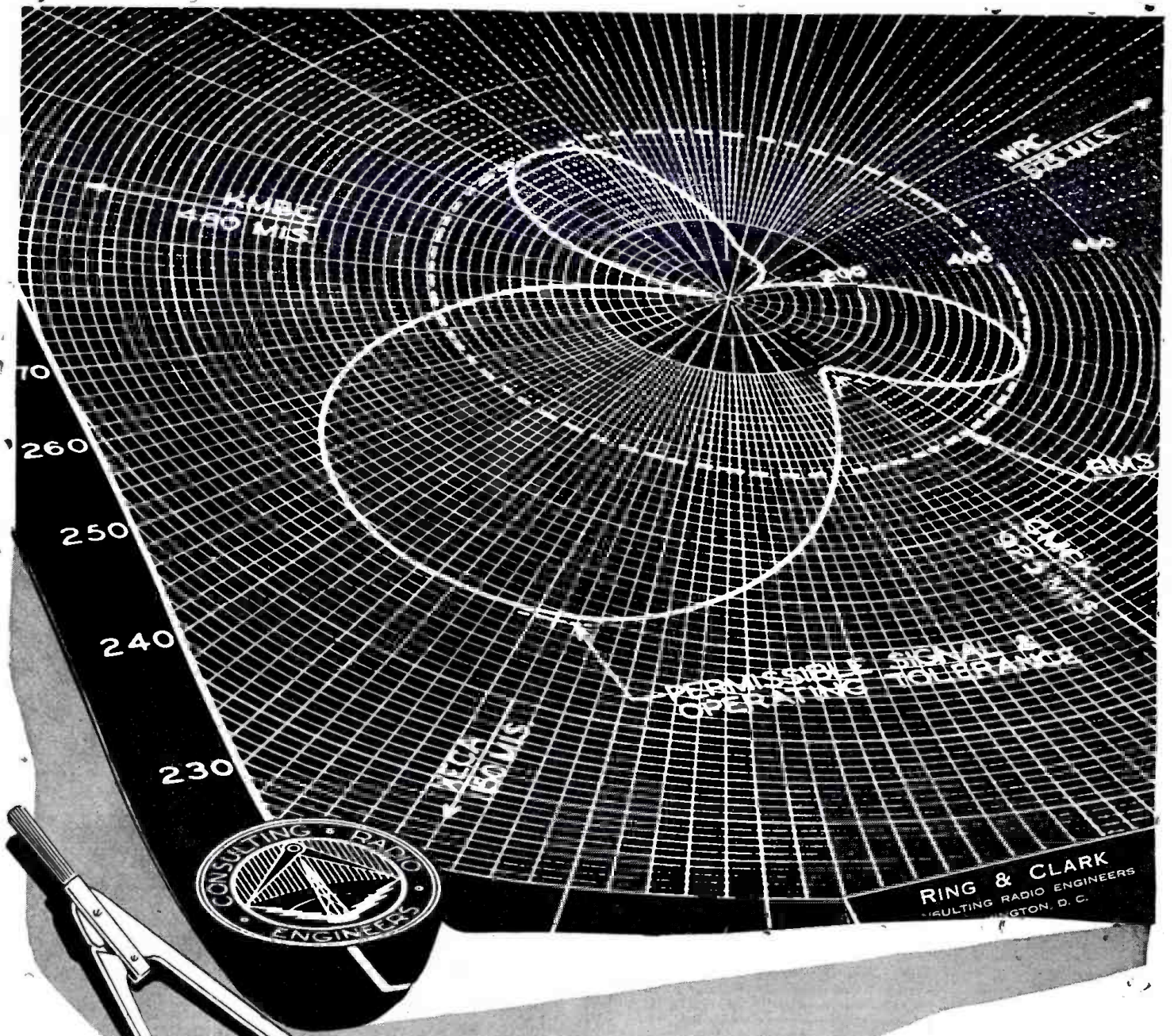
Above estimates assume operation from "scratch." If there is an existing operation certain costs naturally will be eliminated. Likewise as power increases items such as power, light, tube replacements, operator salaries and depreciation will grow. Other items such as rent, taxes, depreciation, insurance and transmitter site expense will depend upon the type of operation under consideration—whether studio and/or transmitter sites are leased or whether land is purchased and buildings constructed. The program production item is mainly coverage for transcription-library service and provides little for talent. Copyright fees are usually assessed on a percentage-of-station-revenue basis.

DEVELOPMENTAL FM BROADCAST STATIONS

(Authorized Under FCC Rules 4.151-4.157)

†Under Construction

| Licensee and Location | Call Letters | Frequency in kc. | Power in Watts |
|---|--------------|---|----------------|
| The Atlanta Journal Co., Portable | W4XAJ | | 700 |
| Courier-Journal and Louisville Times Co., N.E. of Eastwood, Ky. | W9XEK | 45,500 | 1,000 |
| Everett L. Dillard tr/as, Commercial Radio Equipment Co., Washington, D. C. | †W3XL | | 250 |
| Everett L. Dillard tr/as, Commercial Radio Equipment Co., Portland | †W3XLA | | 100 |
| Temple V. Ehmsen, Portland, Ore. | †W7XTE | | 1,000 |
| The Journal Co. (The Milwaukee Journal), Milwaukee, Wisc. | W9XJC | 45,500 | 100 |
| KLZ Broadcasting Co., Denver, Colo. | †W9XLA | 43,500 | 1,000 |
| Maryland Broadcasting Co., Baltimore, Md. | †W3XMB | | 1,000 |
| Matheson Radio Co., Inc., Boston, Mass. | †W1XMR | | 1,000 |
| Muzak Corporation, New York, N. Y. | †W2XMC | 117,650 | 1,000 |
| National Broadcasting Co., Inc., Portable | W10XF | 1,614, 2,398, 3,492.5, 4,797.5, 6,425, 9,135, 12,862.5, 17,310, 23,100, 30,660, 31,020, 31,140, 31,180, 31,540, 33,840, 33,460, 33,620, 35,060, 35,460, 37,060, 37,140, 37,540, 39,140, 39,460, 39,540, 116,050, 116,250, 116,450, 116,850, 117,050, 117,250, 117,650, 118,050, 118,250, 118,450, 118,650, 118,850, 156,525, 156,975, 157,425, 157,725, 158,175, 159,075, 160,425, 161,325, 171,775, 162,000-168,000, 210,000-216,000, 264,000-270,000, 300,000-400,000, 401,000 and above. | 25 |
| National Broadcasting Co., Inc., Portable or Portable-Mobile | W10XR | Same as W10XF | 100 |
| Voice of Alabama, Inc., Birmingham, Ala. | †W4XFM | | 1,000 |
| Voice of Alabama, Inc., Birmingham, Ala. | †W4XAP | | 250 |



SPECTRUM SPECIALISTS

AM-FM • Television • Facsimile • Relay

RING and CLARK

CONSULTING RADIO ENGINEERS

MUNSEY BUILDING • WASHINGTON, D. C.

FITTING INTO EVERY BROADCASTING NEED...



Products of
"THE HOUSE OF RESISTORS"

Rheostats and potentiometers in wire-wound and composition-element types.

Midget controls in both types. Matched in external appearance and dimensions. Mechanically interchangeable.

Large line of controls for sound systems—Constant-impedance, attenuators, L-pads, T-pads, faders, mixers, etc.

25 and 50 watt power rheostats featuring exceptionally rugged construction.

Greenohms—well-known green-colored cement-coated power resistors found in the most rugged assemblies.

Glasohms—glass-insulated miniature power resistors and heaters. Also flexible resistors, etc., etc.

★ Builders of rugged equipment specify CLAROSTAT for resistors, controls and resistance devices as a matter of habit. They know through years of experience, especially out in the field, that Clarostat components are tough—electrically and mechanically. Thus one more clause in their insurance against equipment failure and excessive servicing.

Today Clarostat is engaged 100% in the war effort. The facilities of two large plants are concentrated exclusively on meeting the requirements of our armed forces. But after Victory is won, "The House of Resistors" will reconvert back to civilian production, with vastly increased capacity to meet the needs of its many business friends.

★ Submit Your Problems . .

If they have to do with resistance—fixed, adjustable, or ballast—send them along for our engineering collaboration. We either have standard items in our extensive line, or we can build special units. Let us quote on your needs.



CLAROSTAT MFG. CO., Inc. - 215-7 N. 6th St., Brooklyn, N. Y.

WIRE-WOUND & COMPOSITION-ELEMENT CONTROLS ★ POWER RHEOSTATS ★ POWER RESISTORS ★ FLEXIBLE RESISTORS ★ GLASOHMS (Glass-Insulated Resistors) ★ ATTENUATORS ★ BALLASTS, Etc., etc.

AM-FM-VIDEO COSTS

[Continued from page 372]

TABLE V

DuMont 25-kw Television Station

| (Studio Equipment) | (Prewar Cost Basis) |
|--|---------------------|
| 2 Du Mont Iconoscope Cameras with electronic viewfinders and mounted on push dollies | 28,000 |
| Du Mont studio Control desk | 2,500 |
| Electrically Controlled Camera Dolly | 12,000 |
| 2 Special Film Projectors | 6,000 |
| 2 Du Mont Iconoscope Film Pickup Cameras | 85,000 |
| Du Mont Master Control Board | 65,000 |
| Du Mont 25 kw Video-12.5 kw Audio Transmitter with control console | 10,000 |
| Suitable antenna | |
| Total | \$153,500 |
| (Field Pickup Equipment) | |
| 2 Du Mont Field Pickup Cameras with control equipment | 24,000 |
| Du Mont Relay Transmitter | 8,000 |
| Du Mont Relay Receiver | 2,000 |
| Field Audio Equipment | 1,500 |
| Truck with generator and antenna | 5,000 |
| Total | \$40,500 |
| (Installation, Sound, Lighting, etc.) | |
| Studio Installation | 15,000 |
| Structural Alterations, soundproofing, electrical wiring, etc. | 25,000 |
| Studio lighting, sound equipment and intercommunication system | 10,000 |
| Fireproofing film studio | 1,500 |
| Equipment spares and test instruments | 13,000 |
| Total | \$64,500 |
| GRAND TOTAL | \$258,500 |

TABLE VI

General Electric 40-kw Television Station

| (Studio Equipment) | (Prewar Cost Basis) |
|---|---------------------|
| 2—Studio Camera Channels at \$14,850 each | 29,700 |
| 2—Motion Picture (35 mm.) Channels at \$24,200 each | 48,400 |
| 1—Basic Studio Equipment at \$10,900 each | 10,900 |
| 1—Sound (20 kw) and Picture (40 kw) Transmitter | 150,000 |
| 1—Installation engineering and Antennas * | 16,000 |
| Prewar Selling Price | \$255,000 |

* Installation done by electrical contractors under supervision of G-E engineers. \$16,000 covers antennas and supervision, not installation. (From testimony of Mr. McLean before FCC.)

Master Station

Basic requirements: 2-5 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio apparatus; studio lighting equipment; studio-to-transmitter link equipment; antenna system; monitoring equipment; 40 kw visual and 20 kw aural transmitters; total cost (exclusive of physical facilities) \$250,000-\$300,000; with physical facilities \$450,000-\$600,000.

Operating expenses: Maintenance (including spare and replacement tubes and parts) \$25,000 power cost (285 kw r. hour) \$15,000; salaries (staff of 42 exclusive of talent but includes program, office-production personnel) \$150,000; miscellaneous (including advertising, rentals, taxes, interest, insurance, legal expenses, etc.) \$100,000; depreciation (capital investment of \$800,000 for equipment on depreciated over 5 years) \$60,000; total annual expense \$350,000; hourly cost for technical operation based on 8 hours daily, 365 days a year, \$117.

Intermediate Station

Basic equipment requirements: 2 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio equipment; studio lighting equipment; antenna system; monitoring equipment; 4 kw visual and 2 kw aural transmitters; estimated cost of equipment (exclusive of physical facilities), \$140,000-\$165,000; (physical facilities were esti-

mated at \$150,000-\$200,000).

Operating costs, divided equally between live talent and film: maintenance \$15,000; power (110-kw per hour) \$5,000; salaries (staff of 36), \$100,000; miscellaneous, \$75,000; depreciation on capital investment of \$165,000 over 5-year period, \$33,000; total expense, \$231,000; hourly cost \$80.

Satellite Stations

Basic equipment—Unattended: 4 kw visual and 2 kw aural transmitters; relay pickup receiver and antenna; antenna system; monitoring equipment; cost, \$48,000-\$51,000.

Attended: Same as unattended satellite, but adding monoscope channel and audio channel; cost, \$55,000-\$58,000.

Attended: Same as unattended satellite, but adding 16 mm film channel; cost, \$66,000-\$69,000.

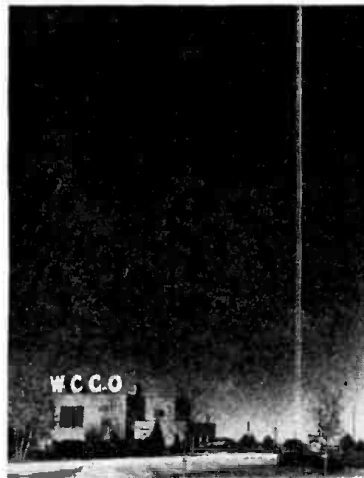
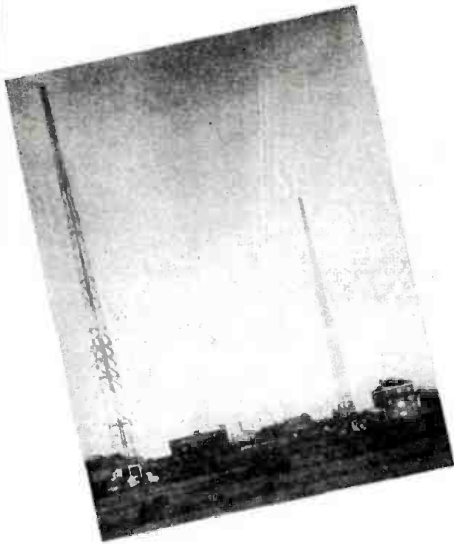
Operating costs—Unattended: maintenance, \$10,000; power (50 kw per hour), \$5,000; salaries, none; miscellaneous, none; total, \$15,000 annually.

Attended: Maintenance \$10,000; power (50 kw per hour) \$5,000; salaries \$20,000 (staff of 4); miscellaneous \$10,000; depreciation, \$11,600; total \$56,600; hourly cost \$20.

Attended with film facilities: Maintenance, \$12,000 power (50 kw per hour), \$5,000; salaries, \$30,000 (staff of 6); miscellaneous, \$18,000; depreciation, \$18,800; total, \$78,800; hourly cost, \$27.

TEMPORARY CLASS 2 EXPERIMENTAL HIGH FREQUENCY BROADCAST STATIONS

| Licensee and Location | Call Letters | Frequency in kc. | Power in Watts |
|--|--------------|------------------|----------------|
| The Crowley Corporation, Cincinnati, Ohio | W8XFM | 43,200 | 1,000 |
| C. M. Jansky, Jr. and Stuart L. Bailey d/b as Jansky and Bailey, Georgetown, D. C. | W8XO | 43,200 | 1,000 |



Lehigh Leadership

Year-in, year out, station managers and engineers look to Lehigh for the *best* in vertical radiator construction. And Lehigh, year after year, has returned that confidence with *proof of performance*. Lehigh towers give maximum coverage, outstanding results, and have kept pace with rapid de-

velopments in radio engineering . . . in AM, FM, and Television.

Lehigh performance and reliability are your guide to buying vertical radiators for your station. If you are planning an AM, FM, or Television station consult Lehigh.

*LEHIGH is producing for Victory
After victory, for AM, FM, or Television*

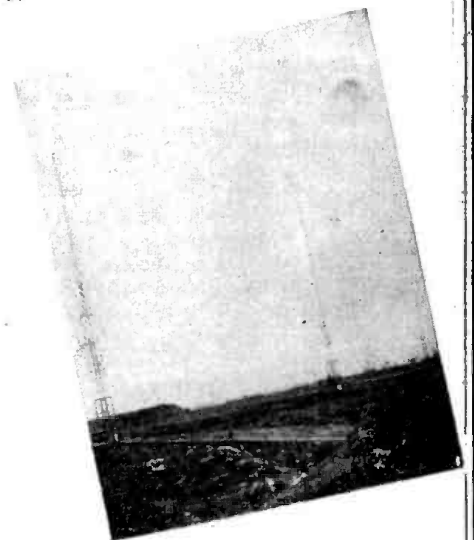
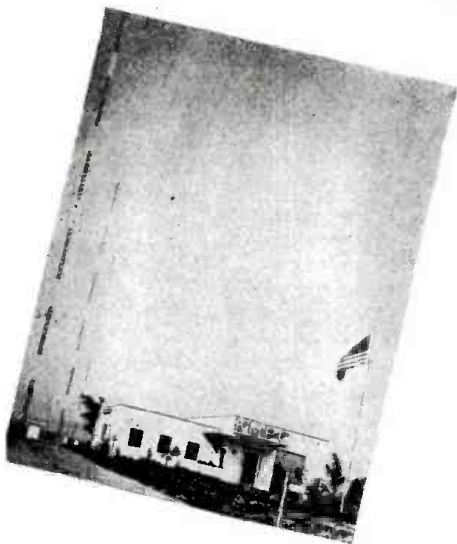
BUY LEHIGH!

LEHIGH STRUCTURAL STEEL CO.

17 Battery Place New York 4, N. Y.

Plant at Allentown, Penna.

Offices In Principal Cities



Why you should subscribe to this

Frequency Measuring Service



Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable and skillfully operated, is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

The RCA laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years experience in systematic, precise, measurement of the operating frequencies, ranging from .013 to 140 Megacycles, of RCA and foreign commercial radio stations.

Numerous Broadcasting, Police, Aviation and Commercial stations throughout the United States, in Canada, Mexico, the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than five parts in ten million, which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

Measurements made by RCA Laboratories are acceptable to the FCC.

*For Routine Service
Apply at the Nearer Office*

*For Emergency Service Telephone or Telegraph
the Nearer Laboratory (always open)*

COMMERCIAL DEPARTMENT
NEW YORK 4, N. Y.
66 Broad Street
Telephone: HANover 2-1811

COMMERCIAL DEPARTMENT
SAN FRANCISCO 8, CAL.
28 Geary Street
Telephone: Garfield 4200

RIVERHEAD, N. Y.
SUFFOLK COUNTY
Telephone: Riverhead 2290
or telegraph

POINT REYES, CAL.
MARIN COUNTY
Telephone: Inverness 9-W
or telegraph

R. C. A. COMMUNICATIONS, INC.

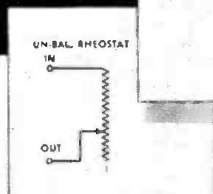
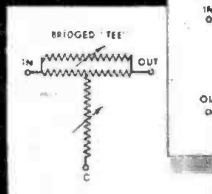
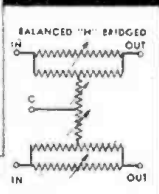
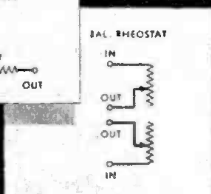
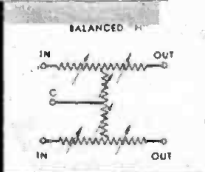
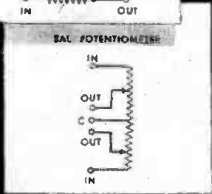
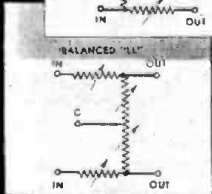
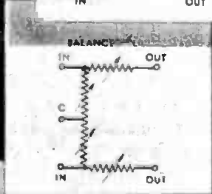
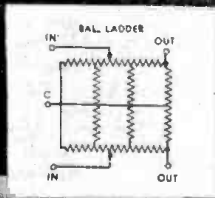
A SERVICE OF RADIO CORPORATION OF AMERICA

DAVEN

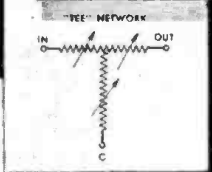
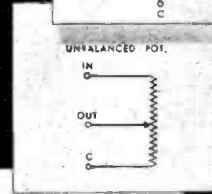
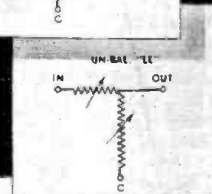
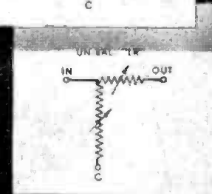
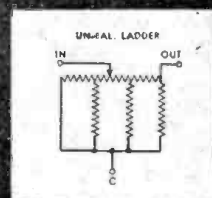
ATTENUATORS

The many different networks (illustrated) and the wide selection of characteristics variations comprising the standard lines of DAVEN attenuators, are features of great convenience to the engineer—in Radio Broadcasting, in Sound Recording, Sound Projection, in Television and in the Laboratory Equipment field. Likewise, advanced designing as embodied in recent DAVEN announcements, plus a long standing reputation for making a good product, are facts that merit consideration in your present and post-war plans.

Balanced Circuits



Unbalanced Circuits



BETTER DELIVERIES
 Several standard types of DAVEN Attenuators are available in moderate quantities for prompt deliveries. 30 to 60 day delivery is being made at this time on many other standard and some special types.

THE **DAVEN** COMPANY
 191 CENTRAL AVENUE
 NEWARK 4, NEW JERSEY

BUY MORE... HOLD MORE... WAR BONDS

PROCEDURE RELATING TO BROADCAST LICENSE APPLICATIONS

Editor's Note: The following article was prepared by the Broadcast Division, Law Department of the FCC for the guidance of applicants or prospective applicants for broadcast facilities:

THE CONSTRUCTION and operation of broadcast stations under Federal licenses is provided for by the Communications Act of 1934¹ which created the Federal Communications Commission as the licensing authority and prescribed conditions relating to the licensing of such stations. Basic information concerning the prerequisites incident to the licensing of stations is to be found through examination of the provisions and policies of the Act and the Rules and Regulations promulgated under authority thereof by the Commission.² Procedures to be employed and some of the significant matters to be considered in the prosecution of broadcast applications are reviewed in this summary.

The Communications Act provides certain limitations upon the holding and transfer of a license, prohibiting the licensing of an alien; any corporation of which any officer or director is an alien or of which one-fifth of the capital stock is owned of record or voted by aliens or their representative or by a foreign government or representative thereof; or by a corporation organized under the laws of a foreign country. The Commission is directed by the Act to refuse a license to any person whose license has been revoked by a court under section 313 relating to the application of anti-trust laws and is authorized to refuse a license to any party which has been finally adjudged guilty by a Federal court of unlawfully monopolizing radio communication, directly or indirectly through the control of the manufacture or sale of radio apparatus. With these exceptions any person, firm, corporation or other group may qualify for a broadcast license.

License Application

A license for operation of a broadcast station may not be granted unless construction of the station has been authorized by the Commission upon written application as provided for under Section 319 of the Act. Accordingly, the first step in the process of obtaining a license for a new station is submission of an application for a construction permit.

The form upon which applications are submitted is prescribed by the Commission which is authorized by the Communications Act to require information regarding the citizenship, character, and the financial, technical, and other ability of an applicant to construct and oper-

ate a station, together with full information regarding the transmitting apparatus to be used and service proposed to be established. Upon request, specifying the type of station proposed to be constructed, the Commission will supply appropriate application forms. Triplicate copies are required, two of which must be executed under oath or affirmation.

The application form serves a dual purpose. It is designed to obtain essential information as a basis for Commission action and at the same time it serves as a guide to the applicant, which has the burden of establishing an affirmative case. The applicant is not limited to the requirements of the form, but may furnish any relevant information by exhibits or other attachments. Sections of the prescribed forms call for full information as to the applicant's identity and qualifications, including plans for financing; information as to facilities requested in terms of frequency proposed to be used, power and hours of operation; technical information, including complete description of equipment and antenna, particularly where a directional antenna is proposed, data regarding transmitting site (unless the proposal is for a local station with site to be determined), service contours with estimates as to population included; and information describing the service proposed to be rendered.

Selection of the frequency assignment proposed to be employed, which is probably the most significant determination to be made in preparing an application for a standard broadcast station, requires reference to the allocation of frequencies to broadcast services under regulations and standards of the Commission, and the frequency assignments authorized in licenses which have previously been issued. It may also prove helpful in avoiding engineering conflicts to examine pending applications, which are open to public inspection at the offices of the Commission.

It will be found on reference to the regulations relating to the allocation of frequencies for operation of standard broadcast stations that groups of frequencies have been classified as local, regional, and clear channels. (See Sections 3.21-3.27). These designations outline an allocation plan which provides for local stations of 100 to 250 watts power, designed to serve smaller centers of population; stations of 500 watts to 5 kw, designed to serve larger centers of population and surrounding area; and stations of 10 to 50 kw maximum

¹ 48 Stat. 1064, 47 U.S.C. § 151.

² Copies of the Rules and Regulations of Federal Communications Commission may be obtained from the Superintendent of Documents, Government Printing Office Washington, D. C. The Rules of Practice and Procedure are published as Part 1, General Rules and Regulations as Part 2, and the Rules Governing Standard and High Frequency Broadcast Stations as Part 3.

AT THE PEAK!

Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast . . . delivering broad coverage with maximum dependability.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.

Distributor
Graybar
ELECTRIC COMPANY

BLAW-KNOX
VERTICAL
RADIATORS
FM & TELEVISION TOWERS

power, designed to serve large areas, particularly at night. All frequency assignments are subject to modification or change by the Commission through appropriate proceedings provided such action will promote the public interest or is necessary to comply with a treaty.

Interference

Where it appears from an examination of an application that interference will be caused to a licensed station above levels of protection contemplated by the Standards of Good Engineering Practice promulgated by the Commission, a hearing is usually required before a determination is made. However, while an application is under examination prior to formal action ordering a hearing, an applicant may amend to make additions and corrections or to avoid conflicts with the operation of established stations or with the service of stations proposed in pending applications. The applicant may also make additions and corrections for other purposes simply by submitting the necessary changes in triplicate sworn to in the same manner as the original application.

The Communications Act envisions broadcasting as a competitive industry, and invests the Commission with the responsibility of allocation of facilities, when and in so far as there is demand for the same, among the states and communities in such manner as to provide a fair, efficient, and equitable distribution of radio service.

If, upon examination of an application, the Commission determines that there are no conflicts requiring a hearing, that all statutory conditions have been fully satisfied, that the operation proposed is consistent with applicable rules and regulations, and that public interest, convenience, and necessity will be served thereby, the application is granted and a permit is issued.

Where the Commission is unable to reach such a determination, the application is designated for formal hearing. For the information of the applicant, any interested party, and the public, the Commission publishes a Bill of Particulars which is designed to give notice of the issues raised by the examination of the application. Prior to the hearing date, requests may be made for enlargement of these issues; for leave to take depositions; to amend the application or to permit third parties to intervene in the proceedings. These and other similar matters are considered by the Motions Commissioner upon the filing of an appropriate petition. Usually the hearing date is not fixed until after the filing of an appearance and request for hearing by the applicant, but may be designated in the original notice. The notice period may be thirty days or more.

Upon examination of the notice of hearing, an applicant may find it possible to satisfy the issues raised by amendment of the application, particularly if the questions raised have to do with infirmities

which may be cured by submission of additional information or interference problems for which there is an engineering solution. Under such conditions it is appropriate to petition the Commission for leave to amend, and for reconsideration of the application as amended.

Hearings

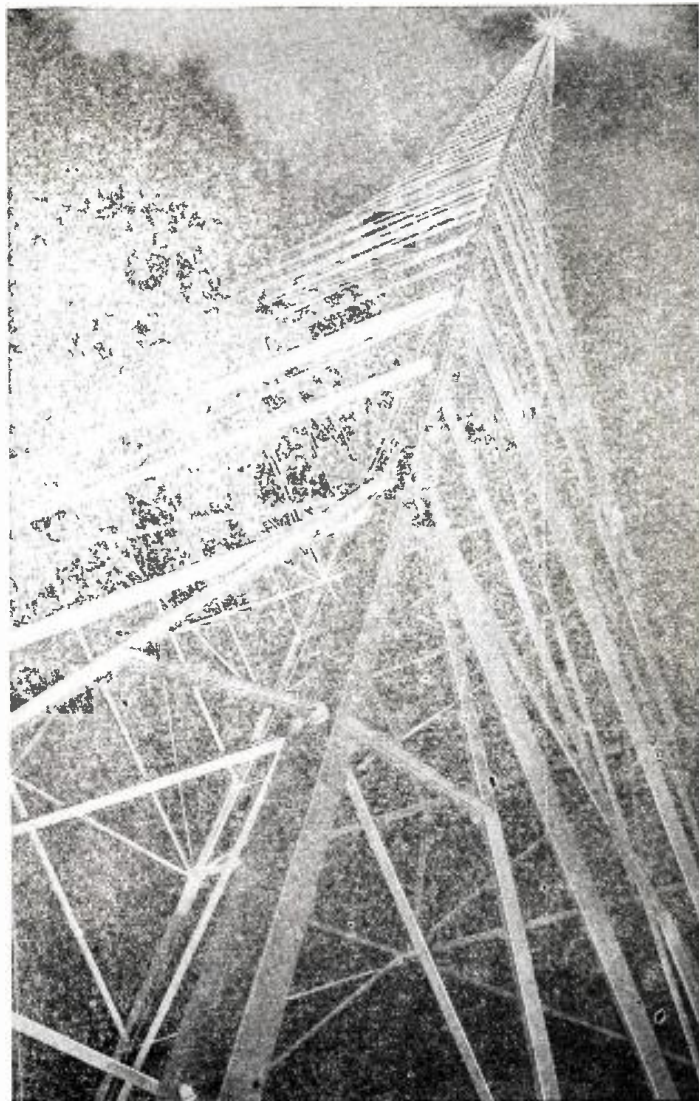
Hearings are usually conducted by a presiding officer designated by the Commission who has authority to administer oaths, examine witnesses, and rule upon the admissibility of such evidence as the parties may present. Applicants may appear in person if an individual or partnership, or may be represented by an attorney, as is required of corporation applicants. Hearings are conducted in accordance with established judicial procedure, and the rules of evidence are applicable.

Within twenty days after the transcript of the record of the hearing has been filed, each party files proposed findings of fact and conclusions summarizing in detail the evidence presented at the hearing with suggested conclusions. After review of all evidence and proposed findings of the parties to the proceeding, the Commission enters its proposed report or findings of fact and conclusions. The applicant and any other parties then have twenty days to file exceptions and to request oral argument before the Commission, en banc, which is granted on request. After oral argument the Commission may enter a decision in accordance with its proposed findings, or may modify or reverse its proposed findings. In the event that no exceptions are taken, the Commission issues an order adopting the Proposed Findings and making it effective. This is the final determination of the case unless there is a petition for rehearing. A petition for rehearing may be filed within twenty days after the effective date of a decision by any party or person aggrieved or whose interests are adversely affected. Such a petition may be filed whether or not the decision is based upon a hearing record but does not operate to stay the proceedings unless so ordered by the Commission.

The permit which the Commission issues pursuant to the grant of an application for authority to construct a new station specifies a date for commencement and completion of construction. In some instances an application for permit will be granted subject to approval of the transmitter site. In such cases the information as to the site selected, or other matters necessary to satisfy conditions should be submitted in an application for modification of permit. If permittee is not able to construct within the time allotted, an application may be made for a modification of the permit to extend the construction period, stating the reasons why the extension is requested. Upon completion of construction and equipment and program tests it is necessary to file an application for license showing compliance with all terms, conditions and obligations set forth in the application and the construction permit. A station license is issued if there is no cause or circumstance arising or first coming to the knowledge of the Commission after the granting of the permit which in its judgment would make the operation of such station against the public interest.

Applications for changes in operating assignments of existing stations, such as to change frequency, increase power, or change location, are handled in a manner similar to that described for new station authorizations, with appropriate forms provided to enable the applicant to present its case.

In addition to the procedure described for obtaining permits and licenses for new station construction, a license may be obtained through the assignment of the license of an existing station, or control of a license may be acquired by acquisition of the stock of an existing corporate licensee. In either event, the prior written consent of the Commission is necessary before such assignment or transfer of control may be completed. Applications for such consent are handled in the manner previously outlined.



TONIGHT

BLAW-KNOX speaks to you over the air

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with *Blaw-Knox Radio Towers*.

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range... It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

BLAW-KNOX vertical RADIATORS

First . . .

**Consult Us on Your Problems
For Radio Station Construction**



**Vertical Radiators
FM & Television Towers**



**Erection - Lighting - Painting
Ground Systems
Transmission Lines**

TOWER SALES & ERECTING CO.

6100 NE Columbia Blvd. - Portland 11, Oregon



Radio's Weekly Payroll in 1944

Average Compensation as Computed by Federal Communications Commission

RADIO'S WEEKLY payroll increased more than 18% in October 1944 over 1943, to reach an aggregate of \$1,615,126, while the average broadcasting salary went up more than 8% from \$55.75 in 1943 to \$60.25 in 1944, according to the annual FCC Employee & Compensation Report, released January 27, 1945.

Based on the week of Oct. 15, 1944, the FCC document shows a total of 26,688 fulltime employes of eight networks and 844 stations, as compared to 24,515 employed by 10 networks and 815 stations in October 1943. Average salary for

fulltime employes, exclusive of executives, was \$53.85 for the combined art, and \$49.81 for the nation's 844 stations now operated by networks.

The average compares favorably with other industries, except the motion picture business of California, which showed an average weekly wage in November 1944 of \$74.71, exclusive of executives and professionals (stars). In the same month newspapers and periodicals reported an average wage, exclusive of executives, of \$49.96, according to the Bureau of Labor Statistics. Average for the tele-

phone industry in November was \$39; for telegraph, \$36.63, and for all manufacturing in October, \$46.94.

Station employes in executive capacities earned the following averages last October, according to the FCC data: general managerial, \$145.56; technical, \$73.44; program, \$72.45; commercial, \$110.61; publicity, \$72.42; other, \$78.75. For the eight networks and 10 key network stations the averages were: general managerial, \$415.18; technical, \$142.60; program, \$177.55; commercial, \$164.86; publicity, \$146.48; other, \$128.

Nonexecutive employes of the nation's 134 stations averaged salaries as follows: Technical—research & development, \$62.83; operating, \$52.90; other, \$37.69. Program production, \$53; writers, \$40.14; announcers, \$49.86; staff musicians, \$58.75; other artists, \$57.58. Commercial—outside salesmen, \$95.92; promotion & merchandising, \$47.92.

For the networks and 10 key stations, nonexecutives averaged these salaries: Technical—research & development, \$90.45; operating, \$70.08; other, \$39.35. Program—production, \$68.50; writers, \$64.46; announcers, \$72.03; staff musicians, \$129.24; other artists, \$78.94. Commercial—outside salesmen, \$128.12; promotion and merchandising, \$52.28.

The Commission's data covered only fulltime employes with a report on parttime salaries to be released at a later date.

Of the 26,688 employes listed for October last year, 249 were network and network key station executives, 2,780 executives of the 834 standard stations, 5,987 were network employes other than executives, and 17,672 were station employes.

Fulltime Employes for the Week Beginning Oct. 15, 1944

| Class of employes | Total 8 Networks and 844 Stations | | | Networks Including 10 key Stations of Major Networks | | | 834 other Standard Stations | | |
|--|--------------------------------------|--------------------|-----------------|---|------------------|-----------------|--------------------------------|--------------------|-----------------|
| | Number | Compensation | Average | Number | Compensation | Average | Number | Compensation | Average |
| Executives: | | | | | | | | | |
| General managerial..... | 1,024 | \$162,808 | \$158.99 | 51 | \$21,174 | \$415.18 | 973 | \$141,634 | \$145.56 |
| Technical..... | 589 | 44,639 | 75.79 | 20 | 2,852 | 142.60 | 569 | 41,787 | 73.44 |
| Program..... | 559 | 44,915 | 80.35 | 42 | 7,457 | 177.55 | 517 | 37,458 | 72.45 |
| Commercial..... | 450 | 53,354 | 118.56 | 66 | 10,381 | 164.86 | 384 | 42,473 | 110.61 |
| Publicity..... | 139 | 12,510 | 90.00 | 33 | 4,384 | 146.48 | 106 | 7,676 | 72.42 |
| Other..... | 268 | 22,927 | 85.55 | 37 | 4,736 | 128.00 | 231 | 18,191 | 78.75 |
| Total, executives..... | 3,029 | \$341,153 | \$112.63 | 249 | \$51,934 | \$208.57 | 2,780 | \$289,219 | \$104.04 |
| Employes (other than executives): | | | | | | | | | |
| Technical: | | | | | | | | | |
| Research and development.... | 104 | 7,750 | 74.52 | 44 | 3,980 | 90.45 | 60 | 3,770 | 62.83 |
| Operating..... | 4,758 | 267,516 | 56.22 | 921 | 64,544 | 70.08 | 3,837 | 202,972 | 52.90 |
| Other..... | 294 | 11,218 | 38.16 | 83 | 3,266 | 39.35 | 211 | 7,952 | 37.69 |
| Program: | | | | | | | | | |
| Production..... | 1,114 | 65,890 | 59.15 | 442 | 30,277 | 68.50 | 672 | 35,613 | 53.00 |
| Writers..... | 989 | 42,761 | 43.24 | 126 | 8,122 | 64.46 | 863 | 34,639 | 40.14 |
| Announcers..... | 3,450 | 176,015 | 51.02 | 181 | 18,037 | 72.03 | 3,269 | 162,978 | 49.86 |
| Staff musicians..... | 2,226 | 159,619 | 76.20 | 551 | 71,211 | 129.24 | 1,675 | 98,408 | 58.75 |
| Other artists..... | 1,511 | 101,764 | 67.35 | 691 | 54,545 | 78.94 | 820 | 47,219 | 57.58 |
| Other..... | 1,331 | 67,809 | 50.95 | 530 | 33,810 | 63.79 | 801 | 33,999 | 42.45 |
| Commercial: | | | | | | | | | |
| Outside salesmen..... | 1,332 | 132,179 | 99.23 | 137 | 17,553 | 128.12 | 1,195 | 114,626 | 95.92 |
| Promotion and merchandising..... | 734 | 37,250 | 50.75 | 476 | 24,887 | 52.28 | 258 | 12,363 | 47.92 |
| Other..... | 574 | 23,671 | 41.24 | 384 | 16,051 | 41.80 | 190 | 7,620 | 40.11 |
| General and administrative: | | | | | | | | | |
| Accounting..... | 1,065 | 42,632 | 40.09 | 291 | 12,768 | 43.88 | 774 | 29,864 | 38.58 |
| Clerical..... | 1,199 | 34,207 | 28.53 | 279 | 8,640 | 30.97 | 920 | 25,567 | 27.79 |
| Stenographic..... | 1,246 | 39,420 | 31.64 | 202 | 6,810 | 33.71 | 1,044 | 32,610 | 31.24 |
| Other..... | 1,245 | 39,326 | 31.59 | 602 | 21,917 | 36.41 | 643 | 17,409 | 27.07 |
| Miscellaneous..... | 487 | 14,946 | 30.69 | 47 | 2,324 | 49.45 | 440 | 12,622 | 28.69 |
| Total, excluding executives.... | 23,659 | \$1,273,973 | \$53.85 | 5,987 | \$398,742 | \$65.77 | 17,672 | \$880,231 | \$49.81 |
| Total, including executives.... | 26,688 | \$1,615,126 | \$60.52 | 6,236 | \$445,676 | \$71.47 | 20,452 | \$1,169,450 | \$57.18 |

(Continued from page 66)

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starbuck, president and Harry R. LePoidevin, secretary-treasurer of the Journal Times Co.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press*.

WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*.

WYOMING

KFBC, Cheyenne—Licensed to Frontier Bstg. Co.; Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Spindel Newspapers); (see also KDON, Monterey, Cal., and WGNV, Newburgh, N. Y.).

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 969 of 1,000 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin*; 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co., publishers of *Honolulu Advertiser*.

KHBC, Hilo—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—Licensed to Garden City Publishing Co. Ltd., publisher of *Garden Island* (weekly).



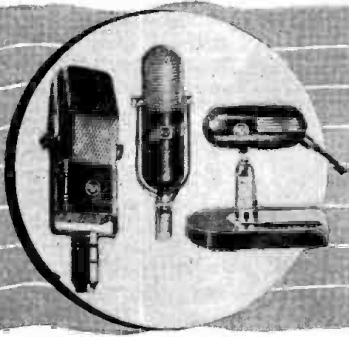
BROADCAST ALLOCATION
AND FIELD ENGINEERING
NOW READY TO SERVE BROADCASTERS
FM AM TELEVISION
ANDREW CO.

363 East 75th Street • CHICAGO 19, ILLINOIS • Triangle 4400

In Equipment for

For years, RCA broadcast transmitters and RCA studio equipment have been known as the finest. This reputation for quality, plus the outstanding engineering and design features of these equipments, have made them the undisputed first choice of broadcast stations for the past decade.

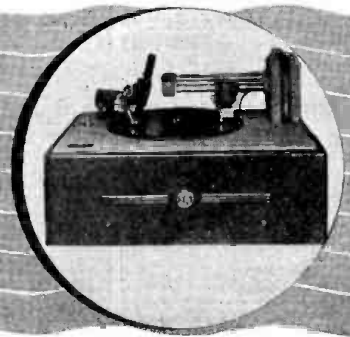
During this ten-year period, most of the major advances in transmitter design have appeared first in RCA transmitters—including high-level Class B modulation, air-cooled, high-power tubes, front-of-panel access and many others. Postwar, RCA transmitters



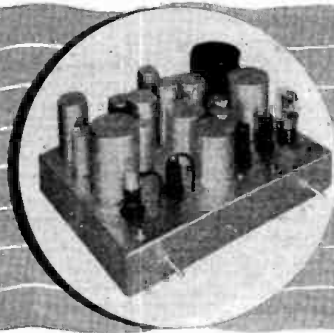
1. MICROPHONES — RCA microphones of these three types—the 44-B for high-quality, studio pickups, the 77-C for special, directional pickups and the 88-A for field use—are the symbols of the industry.



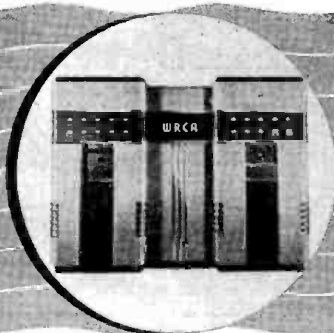
2. TRANSCRIPTION TURNTABLES — The RCA 70-C Turntable—with combination vertical and lateral pickup head—is the standard to which others are compared, over a thousand in use.



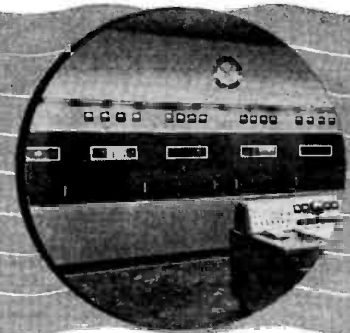
3. RECORDERS — The RCA 73-B high-quality recording equipment is the finest broadcast-type recorder produced today. The OR-1A portable recorder and the 72-D recording attachment are also popular.



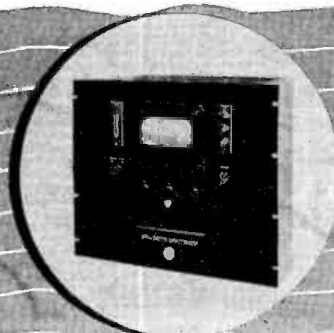
7. AUDIO AMPLIFIERS — The individual units of deluxe, RCA, audio equipments are also available separately. There are special units for use as pre-amplifiers, line amplifiers, monitoring amplifiers, etc. Also racks, shelves, etc.



8. LOW-POWER TRANSMITTERS — Modern-styled, RCA transmitters of proven performance and reliability are available in all powers. The unit above is the 1 KW (the left-hand section alone is a complete 250 watt transmitter).



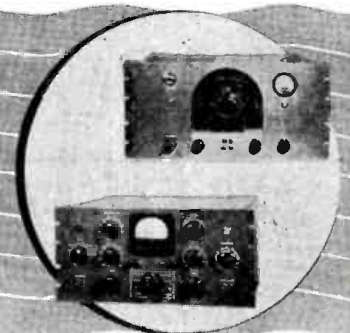
9. 5/10 KW TRANSMITTER — RCA engineers developed the first air-cooled 5 KW transmitter a number of years ago and have been constantly improving on it ever since. The 5E/10E, latest model in this series is shown here at WMCA.



13. MONITORING EQUIPMENT — RCA modulation monitors, frequency monitors and phase monitors are standard units, designed specifically for broadcast use and built to match other RCA broadcast units.



14. FIELD INTENSITY METER — The RCA, 308-A Broadcast Field Intensity Meter, designed for field or mobile use, is the standard measuring instrument used by most consultants and station engineers.



15. MEASURING EQUIPMENT — The RCA, 68-B Audio Oscillator and the RCA, 69-C Distortion Meter are universally used for determining the frequency response and distortion characteristics of broadcast installations.

AM Broadcast Stations

will embody new features developed from the unequalled experience of RCA engineers in building *the most advanced types of* electronic equipment for the military services.

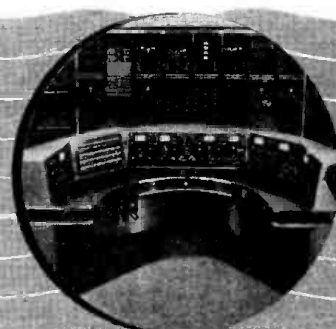
Moreover, it is worthy of note that only RCA actually builds all of the equipment items—microphones, turntables, amplifiers, transmitters, antennas, etc.—which are required in a modern broadcast station. These equipments are *designed to work together* and thus provide maximum convenience, efficiency and performance. Most important, they are *proven* units which RCA has built in the past and is building today.



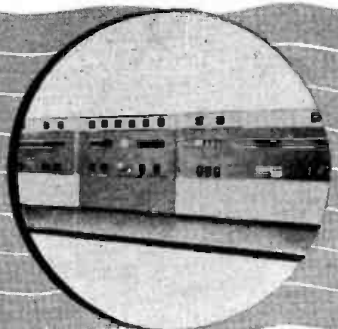
4. PORTABLE EQUIPMENT — This is the RCA OP-6 portable pickup equipment. A companion unit, the OP-7, provides a four-position, high-level mixing system also suitable for outside use.



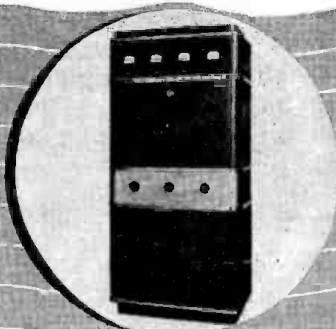
5. STUDIO CONSOLETTA — The RCA 76-B2 Studio Console is a complete speech-input equipment for small and medium-sized stations. Provides the advantages of RCA quality in a "package" unit.



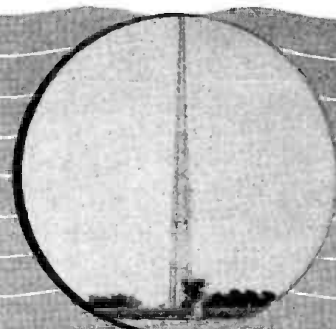
6. DELUXE STUDIO CONSOLES — Custom-built RCA consoles and rack assemblies—such as this one at WFBR—represent the very finest in broadcast studio equipments. In use in many network studios.



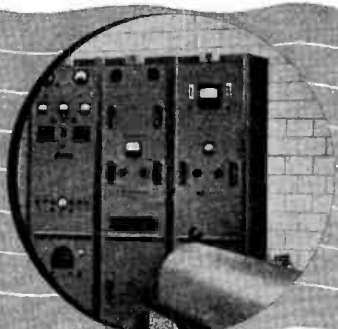
10. 50 KW TRANSMITTER — The RCA, 50-E Transmitter, shown here, is also air-cooled. It uses the high-level, high-efficiency, Class B modulation circuit first introduced to broadcasting in RCA transmitters.



11. ANTENNA PHASING EQUIPMENT — RCA custom-built antenna coupling and phasing units (for both directional and nondirectional systems) are another industry standard. Built in several sizes and cabinet models.



12. ANTENNAS — After the war, RCA will offer AM antenna towers in several designs, thereby bringing to broadcast stations the full advantages of overall RCA engineering and responsibility.



16. MONITORING ASSEMBLIES — RCA, custom-built assemblies of audio and monitoring units for the transmitter station represent the most advanced and finest type of equipment for the purpose.



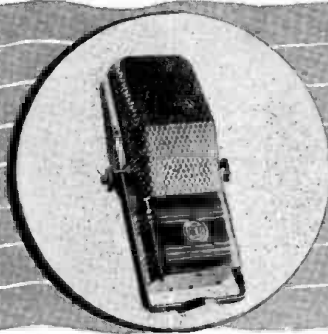
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

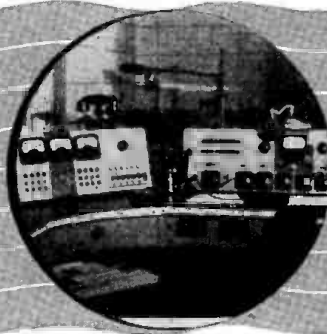
In Canada, RCA VICTOR COMPANY LIMITED, Montreal

In Equipment for

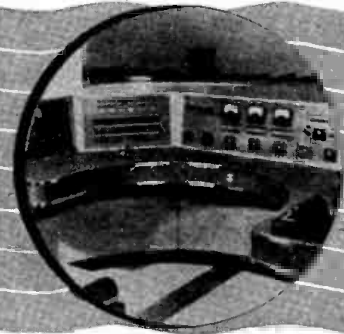
Before the war, RCA engineers had designed a complete line of equipment for FM broadcast stations. A considerable number of RCA-built, FM broadcast transmitters were installed and are on the air today. In the important (because it is chiefly used in New York, Chicago and other metropolitan centers) 10KW category, for instance, five RCA 10KW, FM transmitters have been installed. More than of any other make. An additional quantity of these transmitters was built but was diverted for war purposes.



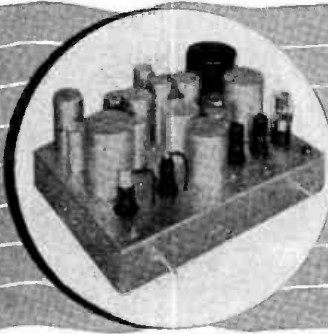
1. HIGH FIDELITY MICROPHONES—The RCA 44-BX Microphone is the standard of the industry. After the war, RCA will have even better microphones, insuring maximum FM response characteristics.



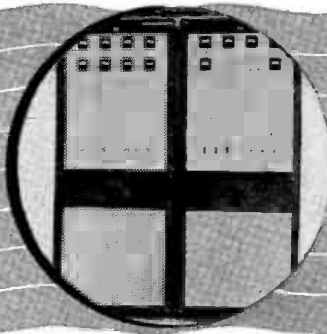
2. STUDIO CONSOLETTES — The RCA 76-B2 Consolette is well-suited for small and medium-sized FM stations and the individual studio booths of larger stations. Complete facilities for two studios, booth announcements, turntables, remotes, etc.



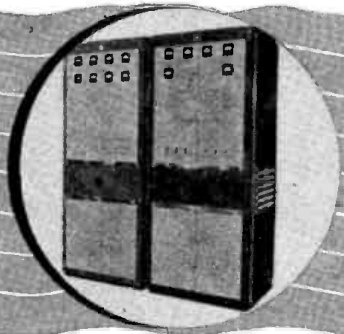
3. STUDIO CONSOLES — RCA, custom-built studio consoles are ideal for the high-quality requirements of FM. Shown here is the control console of FM Station WBRL, Baton Rouge, La.



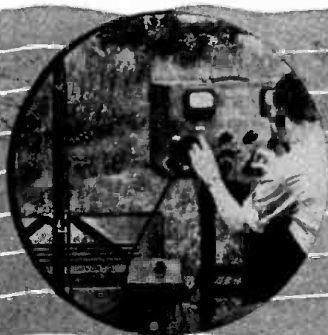
7. HIGH-QUALITY AMPLIFIERS—The several types of standard, RCA studio amplifiers are well-suited for FM use. All amplifiers have a flat frequency response, which may be compensated, when desired, for particular installations.



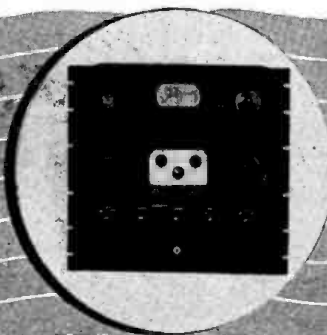
8. 1 KW FM TRANSMITTER— This is the RCA FM-1-B Transmitter, built before the war, a number of which were installed and are in operation. After the war, RCA will offer a complete new line of FM transmitters of all powers.



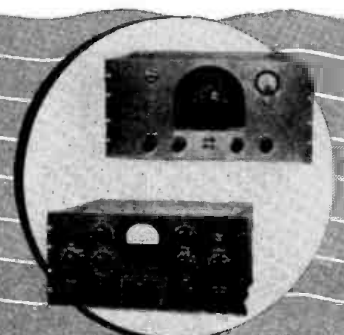
9. 3 KW FM TRANSMITTER — This is the RCA FM-3-B Transmitter, built and sold before the war. The same exciter is used in all RCA FM Transmitters from 1 KW to 50 KW.



13. FM FIELD-INTENSITY METER — The RCA 301-B Field Intensity Meter, which has a frequency range of 20 to 125 megacycles—and a built-in discriminator circuit—is the only commercially produced unit suitable for FM use.



14. FM MONITORS — RCA FM frequency monitors and FM modulation monitors are the finest built for this specific purpose—are fully approved by the FCC for FM station use.

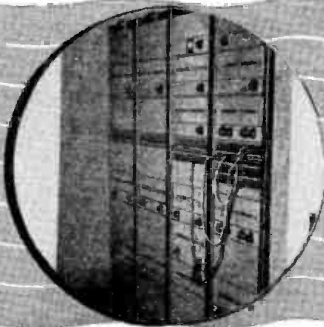


15. MEASURING EQUIPMENT— For making "proof-of-performance" measurements of AM noise level, FM noise level, frequency response and distortion, the RCA 68-B Oscillator and 69-C Distortion Meter are recommended.

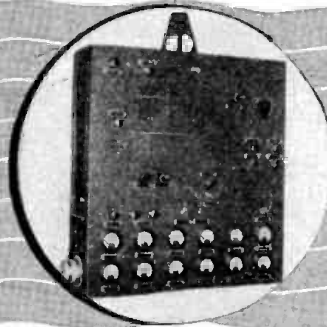
FM Broadcast Stations

RCA FM transmitters were designed and built along the lines of the exceedingly successful RCA AM transmitters. They are built that way because it is felt that station engineers want in their FM transmitters the same qualities of convenience, reliability and appearance that they have come to expect in AM equipment.

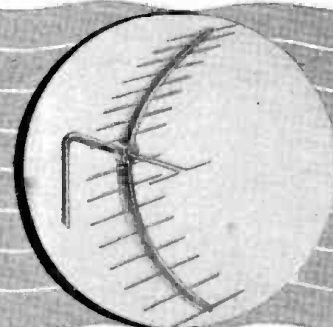
After the war, RCA will offer a complete new FM line which will incorporate the much superior, RCA-developed locked-in oscillator circuit and other improved features which have become available through RCA's advanced war work.



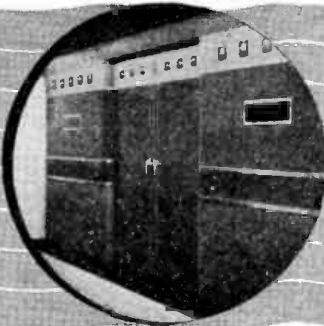
4. STUDIO EQUIPMENT RACKS — RCA studio assemblies for use with or without custom-built consoles are also well-adapted for FM — can be built to incorporate any facilities desired. These are the studio equipment racks at WBRL.



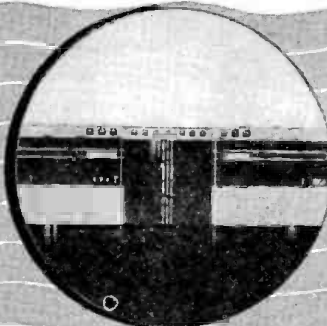
5. RELAY TRANSMITTER — RCA has built many types of relay transmitters, including the television transmitter shown here. After the war, RCA will have a new, simplified relay transmitter especially designed for FM stations.



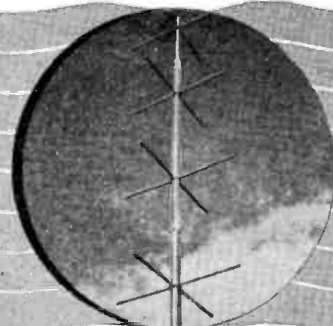
6. RELAY ANTENNAS — The directional or beam antenna, such as that shown here, is largely based on RCA research. After the war, RCA will offer a special type for FM relay service.



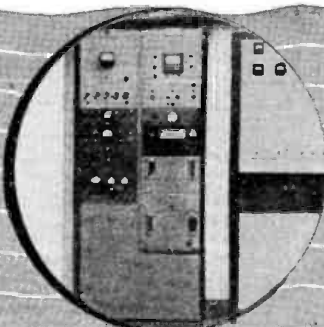
10. 10 KW FM TRANSMITTER—This RCA FM-10-A Transmitter at NBC, New York is one of five in this power size which were installed before the war.



11. 50 KW FM TRANSMITTER — This is the RCA FM-50-A Transmitter which was under construction when the war began. After the war, RCA will have a new 50 KW design incorporating many unique features.



12. FM ANTENNAS — The turnstile antenna—symbol of FM broadcasting—was developed by Dr. G. H. Brown of the RCA Laboratories. After the war, RCA will sell directly a new and improved design—much easier to install and requiring no tuning in the field.



16. MONITORING ASSEMBLIES — Transmitter audio equipment and monitoring equipment can be mounted in standard RCA racks to match other RCA units. Racks shown here are those at WBRL, Baton Rouge.



RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

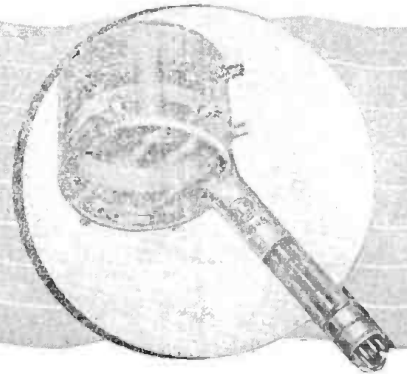
In Canada, RCA VICTOR COMPANY LIMITED, Montreal

In Equipment for

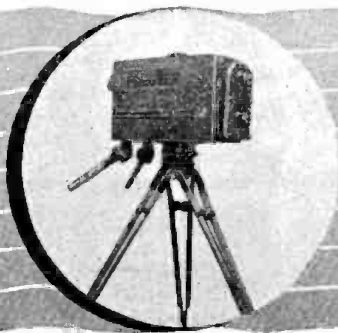
RCA engineers developed the modern "all-electronic" system of television and introduced it to the public more than ten years ago. Practically all of the chief components of the television system in use today were devised by RCA engineers and first demonstrated in RCA equipment.

Before the war, RCA was the main builder of commercial television transmitting equipment—including cameras, control equipment, film scanners, audio and video transmitters, relay transmitters, antennas and field pickup equipment. A considerable number of these equipments are in use today in stations in this country and abroad.

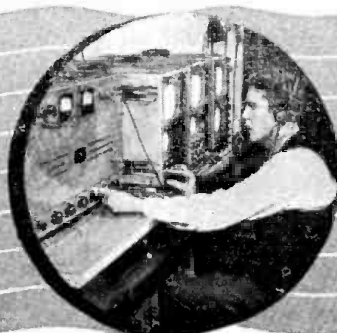
RCA HAS EVERYTHING
FOR TELEVISION



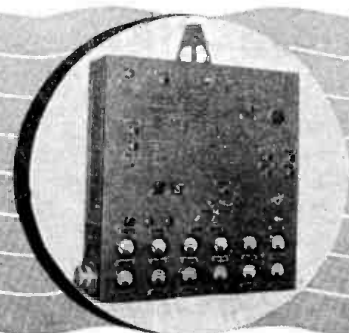
1. THE ICONOSCOPE—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.



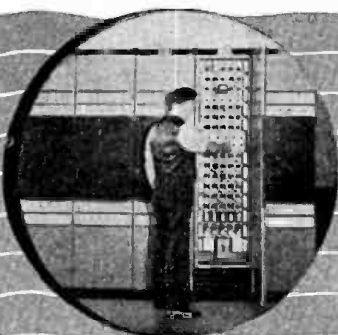
5. THE FIELD CAMERA — The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.



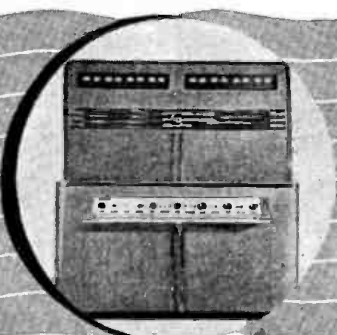
6. REMOTE PICKUP EQUIPMENT — RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.



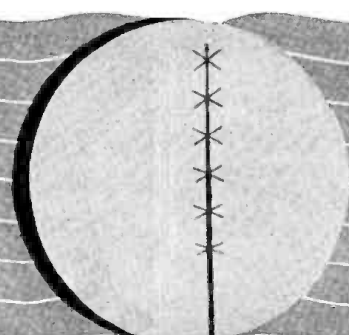
7. THE RELAY TRANSMITTER — The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.



11. THE SYNCHRONIZING GENERATOR—Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.



12. THE VIDEO TRANSMITTER — The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.

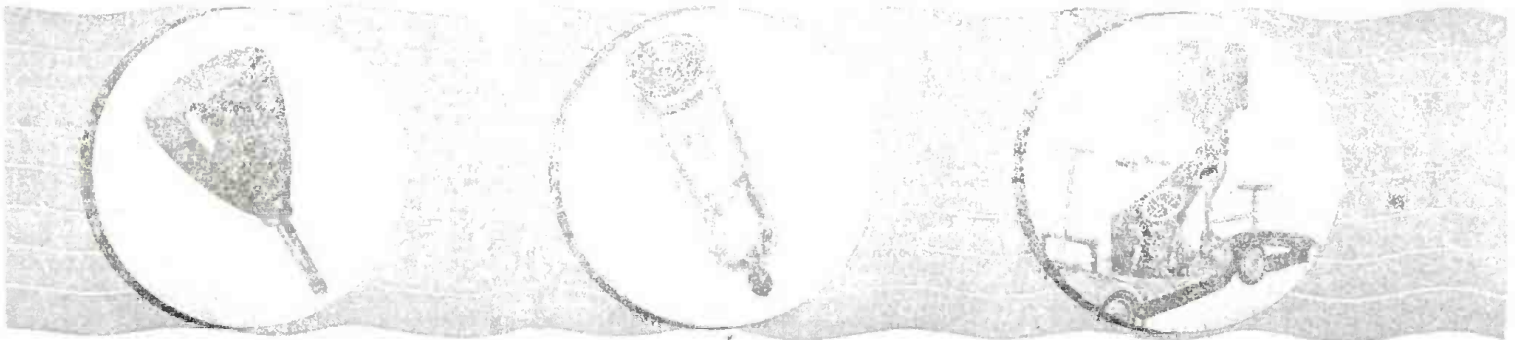


13. THE TELEVISION ANTENNA—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.

Television Broadcast Stations

Moreover, RCA engineers, having had actual experience in designing and building commercial television transmitting equipment, have, during the war, been adding to their experience by building for the services the most advanced type of radio and other electronic equipment.

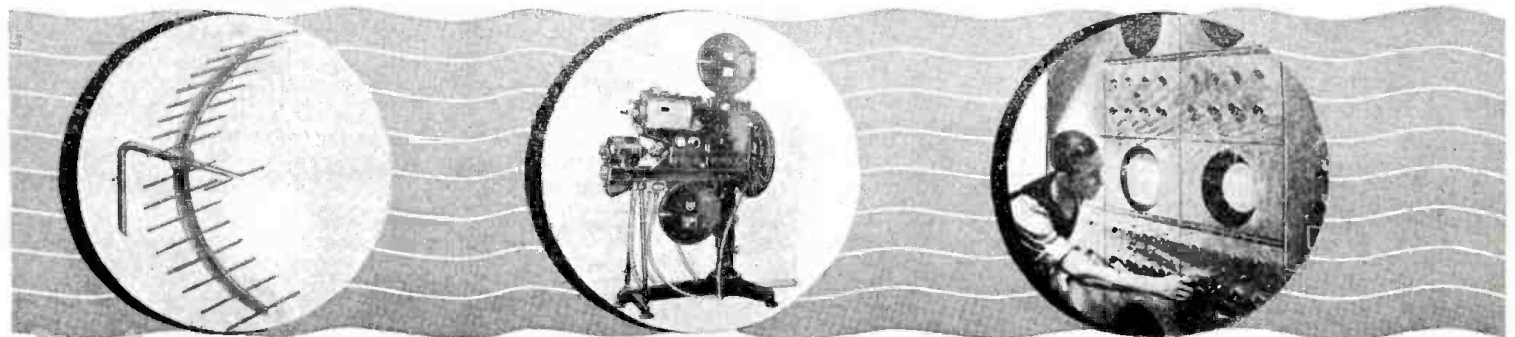
After the war, as before, RCA will be the leader in building television transmitting equipment. For television broadcast stations, RCA will offer a complete new line of equipment—highly efficient, simple to operate, and requiring minimum maintenance.



2. THE KINESCOPE — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.

3. THE "ORTHICON" — The high-sensitivity pickup tube, which requires much less light and hence makes outside pickups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

4. THE STUDIO CAMERA — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.



8. BEAM ANTENNAS — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.

9. THE FILM SCANNER — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.

10. THE MONITOR EQUIPMENT — The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

BUY MORE WAR BONDS



For Everything in Television

RCA RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

14. "BIG SCREEN" RECEIVERS — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.

AMENDMENTS TO FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Adopted During Calendar Year 1944

Amend Section 1.364 so (1) Voluntary reads as follows:

§1.364 Assignment or transfer of control.—(a) General. (1) Voluntary: Application for consent to voluntary assignment of a construction permit or license or for consent to voluntary transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

Section 2.4 Radio station amended to read:

§2.4 Radio station.—"Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations, as hereinafter provided.

In Subsection 2.53 (a) add (5), reading as follows:

A licensed operator who is the holder of a radiotelephone or radiotelegraph first or second class license may be on duty as the operator of one or more forestry stations licensed in the name of the same person, municipality, or state, at any location within the reliable daytime communication range of each such station in lieu of the transmitter locations or control point(s) during actual operation of the transmitting apparatus employing telephony, *Provided*, Such operator has each station within his effective⁵⁴ control and supervises the emission of each station to insure proper operation thereof in accordance with the terms of the respective station license: *Provided further*, That forestry stations operated in accordance herewith shall have a maximum rated carrier power not in excess of 50 watts and shall be authorized to operate on a frequency or frequencies other than within the band 3000 to 30,000 kilocycles; *Provided further*, That the equipment thereof shall be designed and constructed so that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation, and that any needed adjustments of the transmitter that may affect proper operation of the station shall be regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment. (§2.53(a)(3) effective Aug. 15, 1944.)

Footnote 6 to Section 2.72 Classification of emissions, amended to read:

⁶ See Article 5, Section I of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Revision of Cairo, 1938.

Footnote 3 adopted to follow the table "Communication band width" in §2.72:

³ See Appendix 3 of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Revision of Cairo, 1938.

Section 2.77 Type B emission prohibited, amended to read:

§2.77 Type B emission prohibited.—No license shall be issued for the operation of any station using, or proposing to use transmitting apparatus employing damped wave (type B) emission, except for the operation of lifeboat apparatus for routine tests, and emergency communication in the open sea.

Amend Section 3.35 to read as follows:

§3.35 Multiple ownership.⁵⁵—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled⁵⁶ by any person⁵⁷ where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

PRESERVE YOUR 1944 YEARBOOK Amendments to FCC Rules & Regulations For Broadcast Services

(Appearing on Pages 372 to 438 inclusive, 1944 YEARBOOK)

Because of paper-rationing, the 1945 YEARBOOK Number does not include the FCC Rules & Regulations or rules of practice and procedure, as published in preceding editions. Only miscellaneous changes have occurred in these regulations since publication of the 1944 edition, and these amendments are published herewith, with appropriate references.

These amendments, prepared by the FCC Legal Department for inclusion in this YEARBOOK, may be transferred to the 1944 YEARBOOK to perfect the rules as of Jan. 1, 1945.

Far-reaching changes in the rules are expected during 1945, consistent with the plan for new spectrumwide allocations which will affect all broadcast services. When available in final form, these rules will be published by BROADCASTING.

THE EDITORS

⁵⁵ See Order 84-A, dated November 23, 1943: "This regulation is to take effect immediately, *PROVIDED, HOWEVER*, That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; *PROVIDED FURTHER*, That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties."

The Commission on April 4, 1944 adopted Order 84-B which provided:
"1. Except as provided below the effective date of Regulation 3.35 is hereby suspended.
11. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:
1. File an application which will effect compliance with Regulation 3.35; or
2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation, provided such petition sets forth:
a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and
b. A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or
3. Submit a petition for a hearing to determine the applicability of Regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.
111. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under subparagraph 2 above, will be designated for hearing.
1V. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order.
1V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943."
⁵⁶ The word "control" as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.
⁵⁷ The word "person", as used herein, includes all persons under common control.

In Section 3.404 under (a) in the program log, add (4) as follows:

(4) An entry showing, for each program of network origin, the name of the network originating the program.

In Section 3.407 add (f) as follows:

Section 3.407 (f): A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Amend Section 3.409 to read as follows:
Section 3.409 Sponsored programs, announcement of:
(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

Section 3.64 is amended to read as follows:
§3.64 Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need⁵⁸ for such alternate transmitters is shown and that the following conditions are met:

⁵⁸ Effective control is deemed lost when a receiver or transmitter of a station becomes inoperative or operation deviates from terms of the station license, and operation of such station must be discontinued immediately.

(Continued on page 392)

RADIO SYSTEMS ENGINEERING

RADIO SYSTEMS ENGINEERING is the coordinated application of the principles of engineering and economics to the formation of plans for the future which will be in the public interest.

With its extensive background of experience, JANSKY & BAILEY is pioneering the application of Radio Systems Engineering to the Frequency Modulation (FM) Broadcasting field.



Owner and Operator of Washington's Experimental
F M Broadcast Station W3X0

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

NATIONAL PRESS BUILDING

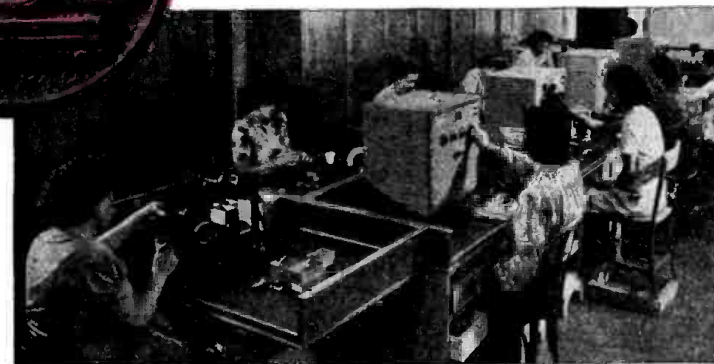
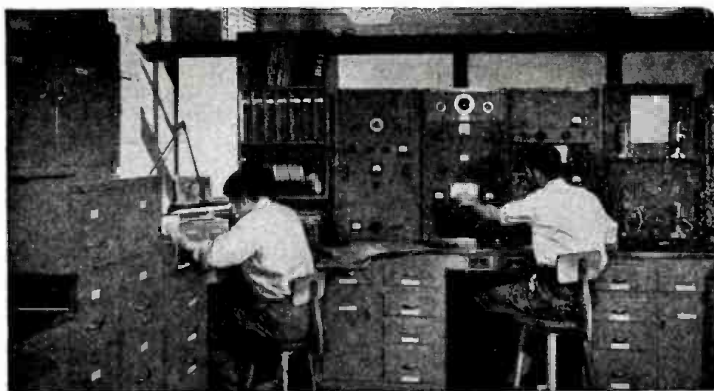
WASHINGTON, D. C.

E ngineering

at



A
MAJOR
FACTOR
LEADING TO OUR
PRESENT POSITION
AS AMERICA'S
LARGEST SUPPLIER OF
TRANSFORMERS
TO THE
ELECTRONIC
INDUSTRY



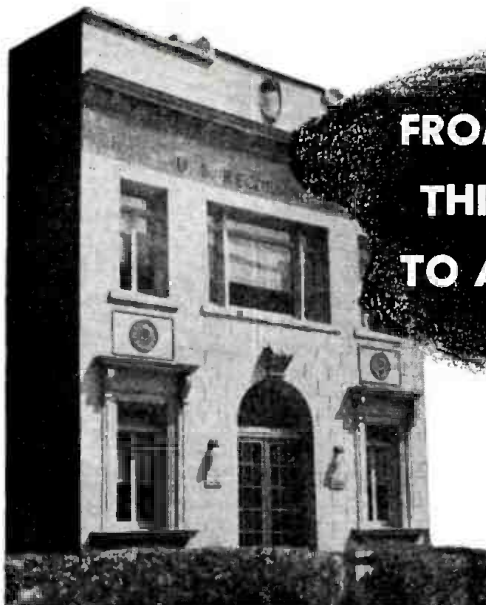
United Transformer Co.

150 VARICK STREET

NEW YORK 13, N. Y.

EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: "ARLAB"

*May we cooperate with you on design savings
for your applications . . . war or postwar?*



**FROM THIS BUILDING . . . THESE STUDIOS . . .
THIS EQUIPMENT . . . COMES THE ANSWER
TO ALL YOUR . . .**

Recording Problems

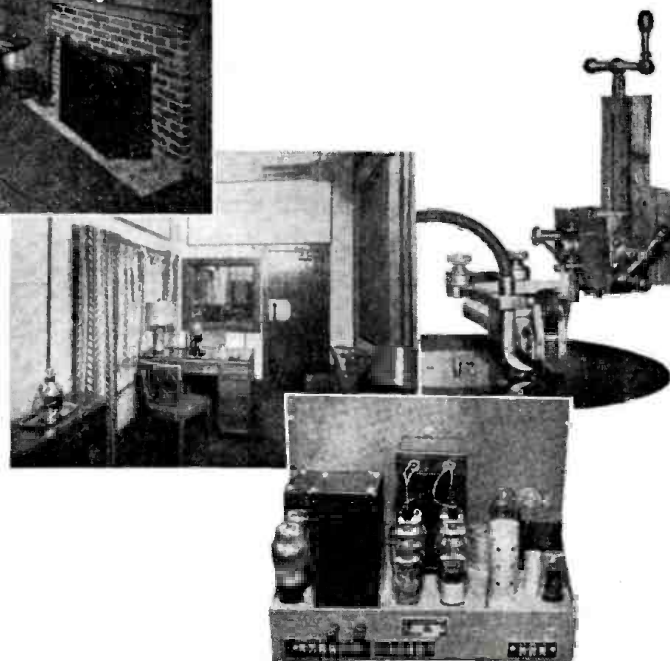
The U. S. Recording Co. offers coast-to-coast service on all recording problems. Whatever your needs . . . direct cut copies, air check service, or the production of any type of show . . . U. S. Recording Co. is staffed and equipped to give you the best of service at a minimum of cost.



**Manufacturers of all
types of Speech
Input Equipment**

Subject to Government Regulations

The most modern equipment, the most experienced personnel have been gathered into one building for the sole purpose of affording you the ultimate in recording services. Here, you KNOW that your needs are being handled by men and women with recording "Know How." Here, you can be sure of the quality and service you'll be proud to have others hear. We serve the nation and the networks, why not let us serve you?



U.S. RECORDING CO.

1121 Vermont Ave.

Washington 5, D. C.

Joseph Tait, President

Amendments to FCC Rules and Regulations

[Continued from page 388]

- (a) Both transmitters are located at the same place.
- (b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.
- (c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

Amend Section 4.3 so (b) reads as follows:

(b) Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

Amend Section 4.226 to read as follows:

§ 4.226 *Multiple ownership.*—No person (including all persons under common control)²⁴ shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: *And provided, further,* That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Unpublished Amendment No. 242 amends § 13.61 by adding these footnotes:

²⁴ See Order No. 91-C, dated and effective Jan. 19, 1943; Order No. 97, dated and effective May 19, 1942; Order No. 102, dated and effective June 16, 1942; Order No. 123, dated and effective Oct. 9, 1944.

²⁵ These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, 83-D, 83-E, and 83-F. Order No. 83-F is effective as of July 1, 1944 and expires on Dec. 31, 1944.

As a result of Commission action Dec. 19, 1944, adopting Order No. 83-G, footnote 10a to § 13.61 will read (to be amendment No. 256):

²⁶ These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, 83-D, 83-E, 83-F, and 83-G. Order No. 83-G is effective as of January 1, 1945 and expires on June 30, 1945.

In Section 13.61 see Orders No. 83-F, 123, 83-G, and 97.

Unpublished Amendment No. 249 adds the following footnotes to Section 13.2 regarding attached Orders Nos. 97, dated May 19, 1942, and 123, dated Oct. 9, 1944:

²⁷ By Commission Order No. 97, dated May 19, 1942, the Commission established a class of operator license, in addition to those previously established, to be designated "Temporary Limited Radiotelegraph Second Class Operator License" and to be issued in accordance with the provisions of that Order.

²⁸ By Commission Order No. 123, dated Oct. 9, 1944, the Commission established a new type of license, in addition to those previously established, to be designated "Temporary Emergency Radiotelegraph Second Class Operator License" and to be issued in accordance with the provisions of that Order.

Unpublished Amendment No. 259 (Footnote 1 to Sec. 12.26, Footnote 1b to 12.66) and Amendment No. 260 (Footnote 7a to Sec. 13.28):

By Order No. 77, dated and effective Dec. 4, 1940, this section was suspended, until further order of the Commission, insofar as the required showing of service or use of license is concerned. The suspension has been continued by Orders Nos. 77-A, 77-B, 77-C and 77-D. Suspension date extended in no event beyond Jan. 1, 1946, by Order No. 77-D, effective as of Dec. 27, 1944.

FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C.

ORDER No. 77-D

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 27th day of December, 1944;

The Commission having under consideration its Rules Governing Amateur Radio Stations and Operators and its Rules Governing Commercial Radio Operators, with particular reference to the provisions concerning renewals; and

IT APPEARING, That present conditions render it difficult for amateur radio station licensees, amateur radio operators, and commercial radio operators to make a showing of service or use required for renewal of license; and that such difficulty will be accentuated in many cases due to military service;

IT IS ORDERED, That Sections 12.26 and 12.66 of the Rules Governing Amateur Radio Stations and Operators, and Section 13.28 of the Rules Governing Commercial Radio Operators, insofar as the required showing of service or use of license is concerned, BE, AND THEY ARE HEREBY SUSPENDED until further order of the Commission, but in no event beyond January 1, 1946. This order shall become effective January 1, 1945.

FEDERAL COMMUNICATIONS COMMISSION
T. J. SLOWIE, Secretary

Unpublished Amendment No. 244 amends § 13.73 by the addition of footnote indicator 11a in the first paragraph:

§ 13.73 *Supervision of examinations for permit.*—Persons other than employees of the Commission may be authorized to supervise examinations for Restricted Radiotelephone Operator Permits for one or more employees²⁹ of a division of local or State Government: *Provided*—

- (a) •••••
- (b) •••••

²⁹ The term "employees of a division of local or state Government" is interpreted to include prospective employees of forestry station licensees.

³⁰ Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

³¹ The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

HARVEY

distributor of fine radio and electronic equipment

CAN DELIVER



The "Royal Family" of pickups... cutters... jewel points

Fine instruments are needed to make fine sound recordings. That's why AUDAX Pickups, Cutters and Jewel Points have come to be the first choice of top-flight engineers. AUDAX Pickups feature the exclusive "relayed-flux" principle which is so largely responsible for the sharp, clean-cut facsimile reproduction of Microdyne. Into these Pickups, as well as the Cutters and Jewel Points, has gone the precision craftsmanship that makes AUDAX truly the "Royal Family" of recording accessories.

Free! PICK-UP FACTS! Write today for this valuable booklet which contains the answers to most questions in the field of sound reproduction, written by Maximilian Well, leading authority on the subject.



Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

HARVEY RADIO COMPANY

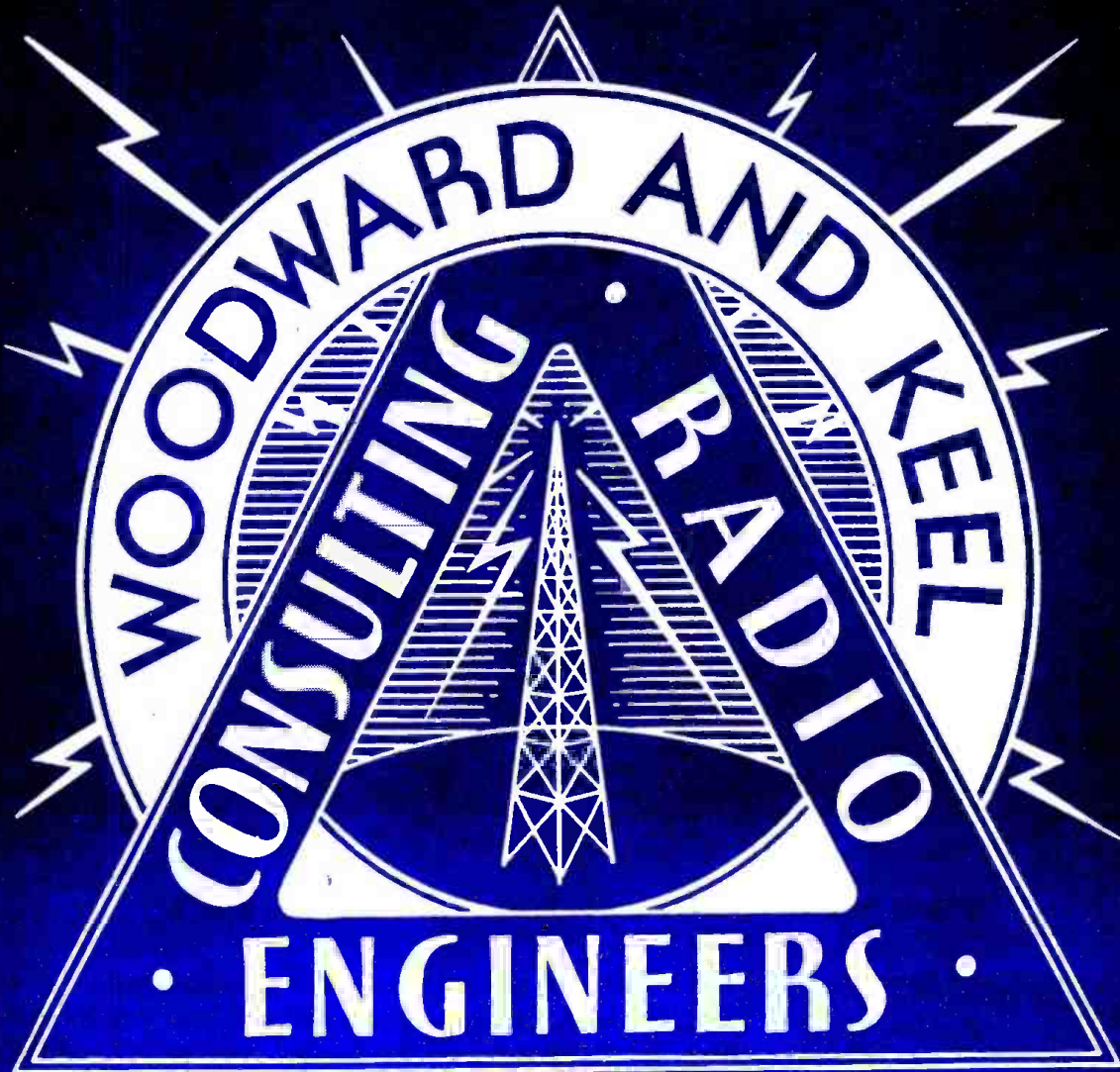
101 WEST 43rd STREET • NEW YORK 18, N. Y.

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859



WASHINGTON 4, D. C.

EARLE BUILDING

NATIONAL 6513

RESEARCH AND DEVELOPMENT LABORATORIES
1529 HARTFORD ROAD, SARATOGA 8535
BALTIMORE, MARYLAND



History of Communications. Number Twelve of a Series

COMMUNICATION BY THE BLINKER



The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

< *FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.*



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

GOULD-MOODY "BLACK SEAL" GLASS BASE INSTANTANEOUS RECORDING BLANKS . . .

RECORDING AMERICA'S POWERFUL VOICE

Transmitter of America's Powerful Voice is Radio . . . awake twenty-four hours a day . . . talking to our friends and our enemies . . . transporting Broadway and Hollywood and the girl next door to the boys over there . . . building morale on the home front.

Recording America's Powerful Voice . . . in leading broadcasting stations from coast-to-coast . . . are Gould-Moody "Black Seal" Glass Base Instantaneous Recording Blanks. Made entirely of glass, "Black Seals" are as thin as aluminum, thereby eliminating the necessity of recorder adjustments. No foreign inserts . . . no metal grommets . . . no ageing, hardening or deterioration. Every disc has four holes . . . center-flow thread action . . . may be played back for months without appreciable loss of fidelity. Enclosure of your preference rating extensions with your order will expedite deliveries.

SHARE YOUR BLOOD WITH A WOUNDED SOLDIER
— donate a pint to the Red Cross today



THE GOULD-MOODY COMPANY

RECORDING BLANK DIVISION

395 BROADWAY, NEW YORK 13, N. Y.

TABLE OF PROPOSED ALLOCATIONS 25,000 KC TO 30,000,000 KC

(Announced January 16, 1945 by the Federal Communications Commission)

THE FOLLOWING table sets forth spectrumwide allocations to cover postwar operations proposed by the FCC in a preliminary report announced Jan. 16, 1945. Final allocations, to cover such new broadcast services as FM, television and facsimile, were to follow oral arguments in mid-February. This table shows FCC recommendations for non-governmental services (headed Proposed U. S. Allocations) and the recommendations made by the Interdepartment Radio Advisory Committee for governmental radio services.

| Freq. Band mc | Proposed International Allocation | Proposed United States Allocation | Remarks |
|------------------|---------------------------------------|--|---|
| 25.015-27.305 | Fixed & Mobile except Aero & Maritime | Gov. & Non-Gov. Fixed & Mobile Note 1 | Power to be limited internationally to 500W |
| 27.305-27.335 | Scientific, Industrial & Medical | Scientific, Industrial & Medical | |
| 27.335-28 | Fixed & Mobile except Aero & Maritime | Gov. & Non-Gov. Fixed & Mobile Note 1 | Power to be limited internationally to 500W |
| 28-30 | Amateur | Amateur | |
| 30-30.5 | Fixed & Mobile except Aero | Gov. | Note 2 |
| 30.5-32 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 3 |
| 32-33 | Fixed & Mobile except Aero | Government | Note 2 |
| 33-34 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 3 |
| 34-35 | Fixed & Mobile except Aero | Government | Note 2 |
| 35-36 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 3 |
| 36-37 | Fixed & Mobile except Aero | Government | Note 2 |
| 37-38 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 3 |
| 38-39 | Fixed & Mobile except Aero | Government | Note 2 |
| 39-40 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 3 |
| 40-40.96 | Fixed & Mobile except Aero | Government | Note 2 |
| 40.96-41 | Scientific, Industrial and Medical | Scientific, Industrial and Medical | |
| 41-42 | Fixed & Mobile except Aero | Government | Note 2 |
| 42-44 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Notes 2 & 4 |
| 44-50 | Broadcasting, Fixed & Mobile | Television Broadcasting | Note 5 |
| 50-54 | Amateur | Amateur | |
| 54-60 | Broadcasting, Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 60-66 | Broadcasting, Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 66-72 | Broadcasting, Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 72-78 | Broadcasting, Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 78-84 | Broadcasting, Fixed & Mobile | Television Broadcasting | |
| 84-88 | Broadcasting | Educational FM Broadcasting | |
| 88-102 | Broadcasting | Commercial FM Broadcasting | |
| 102-108 | Fixed, Mobile & Broadcasting | (Later determination to be made by the Commission regarding the allocation of all or a part of this band to FM Broadcasting, Non-Gov. Emergency services Facsimile Broadcasting or Television Broadcasting.) | |
| 108-112 | Air Navigation (Localizers) | Government | |
| 112-118 | Air Navigation (Ranges) | Government | |
| 118-122 | Aero Mobile (Airport Control) | Airport Control | |
| 122-132 | Aero Mobile | Aero Mobile (primarily Non-Gov.) | |
| 132-144 | Fixed & Aero Mobile | Government | |
| 144-148 | Amateur | Amateur | |
| 148-152 | Fixed & Aero Mobile | Government | |
| 152-156 | Fixed & Mobile except Aero | Police | Note 6 |
| 156-162 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | Note 7 |
| 162-170 | Fixed & Mobile | Government | |
| 170-180 | Navigation Aids | Navigation Aids | |
| 180-186 | Broadcasting Fixed & Mobile | Navigation & Government | |
| 186-192 | Broadcasting Fixed & Mobile | Television & Government | |
| 192-198 | Broadcasting Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 198-204 | Broadcasting Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 204-210 | Broadcasting Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 210-216 | Broadcasting Fixed & Mobile | Television, Fixed & Mobile | Note 5 |
| 215-220 | Fixed & Mobile | Government | |
| 220-225 | Amateur | Amateur | |
| 225-400 | Fixed & Mobile | Government, 75 Aero channels for Non-Gov. | |
| 400-420 | Fixed & Mobile | Government | |
| 420-450 | Air Navigation & Amateur | Amateur & Air Navigation | Note 8 |
| 450-460 | Air Navigation | Non-Gov. Fixed & Mobile | Note 9 |
| 460-470 | Fixed & Mobile | Non-Gov. Fixed & Mobile | |
| 470-480 | Broadcasting | Facsimile Broadcasting | |
| 480-508 | Broadcasting | Television | |
| 508-524 | Air Navigation Aids | Television | Note 10 |
| 524-920 | Broadcasting | Television | |
| 920-940 | Broadcasting | Experimental Broadcast Services | |

| Freq. Band mc | Proposed International Allocation | Proposed United States Allocation | Remarks |
|------------------|--------------------------------------|--------------------------------------|---------|
| 940-960 | Fixed & Broadcasting | Fixed & Experimental Broadcasting | Note 11 |
| 960-1125 | Navigation Aids | Navigation Aids | |
| 1125-1225 | Amateur | Amateur | |
| 1225-1325 | Fixed & Mobile except Aero | Television Relay | |
| 1325-1450 | Fixed & Mobile | Government | |
| 1450-1500 | Air Navigation Aids | Air Navigation Aids | |
| 1500-1550 | Meteorological | Meteorological | |
| 1550-1650 | Aeronautical Mobile | Aeronautical Mobile | |
| 1650-1900 | Fixed & Mobile | Government | |
| 1900-2300 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | |
| 2300-2500 | Air Navigation | Air Navigation | |
| 2500-2700 | Amateur | Amateur | |
| 2700-2800 | Meteorological | Meteorological | |
| 2800-3900 | Navigation Aids | Navigation Aids | |
| 3900-4650 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | |
| 4650-5200 | Fixed & Mobile | Government | |
| 5200-5750 | Amateur | Amateur | |
| 5750-7050 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | |
| 7050-10000 | Fixed & Mobile | Government | |
| 10000-10500 | Amateur | Amateur | |
| 10500-13000 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | |
| 13000-16000 | Fixed & Mobile | Gov. | |
| 16000-18000 | Fixed & Mobile except Aero | Non-Gov. Fixed and Mobile | |
| 18000-21000 | Fixed & Mobile | Government | |
| 21000-22000 | Amateur | Amateur | |
| 22000-26000 | Fixed & Mobile | Government | |
| 26000-30000 | Fixed & Mobile except Aero | Non-Gov. Fixed & Mobile | |
| 30000-Up | Experimental | Experimental | |

Note 1: The following distribution of channels is tentatively proposed in the band 25 to 28 mc. Exact channels to be determined later.

| Channels | Class of Station |
|----------|---|
| 22 | Provisional, Motion Picture, Relay Press, Relay |
| 5 | Broadcast, Geophysical |
| 10 | Power, Petroleum, Other |
| | General Experimental |

Note 2: No change proposed in existing services between 30 and 44 mc outside of the Continental United States.

Note 3: On the basis of an assumed average channel width of 40 kc., minimum provisions will be made for the following services in the band 30 to 42 mc:

| Channels | Class of Station |
|----------|---|
| 35 | Police |
| 15 | Fire |
| 10 | Urban Transit, Forestry and Conservation |
| 10 | Power, Petroleum, Other |
| 4 | Special Emergency |
| 33 | Forestry and Conservation (10 shared with Urban Transit) |
| 9 | Maritime Mobile, Geophysical |
| 12* | General Highway Mobile (Experimental) |
| | Marine |
| 8** | General Experimental (Existing 4 channels allocated to Flying School stations to be moved to a television band or other band as soon as necessary.) |

*Contemplated for mobile units (duplex system).

**Two groups; each composed of 4 adjacent channels.

Note 4: Provisions will be made for the following services on the basis of an assumed average channel width of 40 kc in the 42 to 44 mc band:

| Channels | Class of Station |
|----------|---|
| 21 | Police |
| 12* | General Highway, Mobile (Experimental), |
| | Marine |
| 11** | General Experimental |

*Contemplated for land stations (duplex system).

**Channels to be adjacent.

Note 5: Provision may be made for the operation of non-governmental fixed and mobile services (such as, police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared without harmful interference.

Note 6: Exact channel width (average 60 kc channel width assumed) and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Note 7: Provisions will be made for the following services on the basis of an assumed average channel width of 60 kc in the 156 to 162 mc band. Exact channel width and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

| Channels | Class of Stations |
|----------|--|
| 20 | Fire (Secondarily Forestry & Conservation) |
| 7 | Forestry and Conservation, Marine, Urban |
| | Mobile Experimental |
| 6 | Special Emergency |
| 5 | Power, Petroleum and Other |
| 4 | Provisional, Motion Picture, Relay Press, Relay |
| | Broadcast, Geophysical |
| 33* | Railroad (end-to-end, train-to-train, station-train) |
| 5* | General Experimental |

Services now operating between 156 and 162 mc may continue temporarily on a non-interfering basis.

*Channels to be adjacent.

Note 8: To be used temporarily for "special" air navigation aids. Band to be exclusively Amateur when no longer required for "special" air navigation aids; meanwhile Amateur power to be limited to 50 watts.

Note 9: To be temporarily used for "special" air navigation aids.

Note 10: To be used temporarily for air navigation aids.

Note 11: May be used for low power fixed point-to-point for such services as Studio-Transmitter links, control circuits, Police fixed facsimile circuits, etc.



LOHNES & CULVER
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON 4, D. C.

GEORGE M. LOHNES
RONALD H. CULVER

THE BROADCAST INDUSTRY

Gentlemen:

This is the first year our new organization has been represented in this YEARBOOK and we feel that a letter of introduction is in order.

We are qualified engineers and although our organization is relatively new, we have a background of experience in our own field. We take pride in our work and we are imbued with the spirit of "a job well done."

We are willing to let our ability speak for itself. Our firm will grow as this industry grows and looking to the future, we pledge ourselves to render a competent service to you, THE BROADCAST INDUSTRY.

Sincerely,

George M. Lohnes.

GML/wc

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington 25, D. C., Phone Executive 3620
(For field offices and staffs, see page 400)

Commissioners and Assistants

Paul A. Porter, Chairman
(Democrat: Term 1942-1949)
Secretary: Dorothy I. Page
Asst. Secretary: Farrell McGonigal
Clerk: Grace Miner

Clifford J. Durr, Commissioner
(Democrat: Term 1941-1948)
Secretary: Ethel Cox Marden
Clerk: Geraldine M. Goodine

Paul A. Walker, Commissioner
(Democrat: Term 1934-1946)
Special Asst. to Commissioner: Walter B. Emery
Secretary: Phyllis Hancock
Asst. Secretary: Josephine Curran

Norman S. Case, Commissioner
(Republican: Term 1934-1945)
Secretary: Minnie Sparks
Asst. Secretary: Eva O. Melton

Ray C. Wakefield, Commissioner
(Republican: Term 1940-1947)
Secretary: Sylvia Kessler
Asst. Secretary: Mary L. Reger
Clerk: Dolly V. Hendershot

Ewell K. Jett, Commissioner
(Independent: Term 1943-1950)
Secretary: Irene M. Durgin
Asst. Secretary: Viola Slatterly
Clerk: Lelia C. Krebs

Vacancy—Commissioner
(Democrat: Term 1944-1951)

Secretary's Office

T. J. Slowie, Secretary
Secretary: Laura L. Hollingsworth
Dick Carlson, Director of Personnel
Secretary: Janet B. Fisher

Engineering Department

George P. Adair, Chief Engineer
Asst. to Chief Engineer: Virgil R. Simpson
Administrative Assistant: Jean K. Weissman
Principal Clerk: Frances F. LeVan
Secretary: Olive R. Henderson

John A. Willoughby, Asst. Chief Engineer (Chief, Broadcast Division)
Assistant Chief, Broadcast Division: Clure H. Owen
Secretary: Agnes V. Engebretson

Edward E. Hale, Acting Chief, Common Carrier Division
Secretary: Annis Belle Stearns

George E. Sterling, Asst. Chief Engineer (Chief, RID)
Asst. Chief, RID: Stacy W. Norman
Secretary: Neva Bell Perry

William N. Krebs, Chief, Safety & Special Services Division
Asst. Chief, Safety and Special Services Division: Glen E. Nielsen
Secretary: Eva E. Hocutt

Marion H. Woodward, Chief, International Division
Assistant Chief, International Division: John A. Russ
Secretary: Lillian Conley

Lynde P. Wheeler, Principal Physicist (Chief, Technical Information Division)
Secretary: Evelyn B. Modance

George S. Turner, Chief, Field Division
Asst. Chief, Field Division: Kenneth G. Clark
Secretary: Marie R. Doherty

Engineers

Edward W. Allen Jr.
Daniel Arnold
James E. Barr
Willard J. Beale
Ernest R. Blankinship
William F. Bradley
Leslie R. Brady
C. M. Braum
James P. Buchanan
Arthur T. Caplan
Edward Collins
Frank W. Cook
George B. Donohue

Thomas E. Daniels
John C. Peterson
Elton D. Davis
Curtis B. Plummer
Alfred L. de la Croix
Marvin A. Price
George J. Dempsey
L. C. Quaintance
P. Howard Duckworth
Edgar F. Vandivere
Geo. L. Gadea
George V. Waldo
C. E. Goeking

R. D. Jones
Louis E. Kearney
A. L. Kreiss
Carl W. Loeber
Howard C. Looney
Theodore R. McCartney
A. L. McIntosh
K. Neal McNaughten
O. D. Mitchell
James E. Moffatt
Malcolm G. Moses
Carl T. Nuhn
Ralph J. Renton
Hart S. Cowperthwait
Paul V. Overmyer
John C. Currie
Braxton Peele

Robert G. Weston
George J. Ikelman
Joseph H. Wofford
John D. Fulmer
A. Prose Walker
E. Merle Glunt
Glenn E. West
Frank V. Higgins
Charles O. Wilson
Wallace E. Johnson
James P. Veatch
Paul W. Gilligan
Harold G. Weiler
Thomas L. Heron
Eldridge Willey
Herrick Johnson
E. Arden Wooten

Rosel H. Hyde, Assistant General Counsel
Secretary: Catherine Thompson
Secretary: Vera Nordness

Harry M. Plotkin, Assistant General Counsel
Secretary: Margaret L. Cureton

Attorneys

Max H. Aronson
Philip Bergson
Margaret Connally
Robert M. Fenton
George M. Harrington
Joseph Kittner
Leonard Marks
Annie Perry Neal
Peter Seward
Elizabeth C. Smith
Bernard Strassburg
Maurice W. Whitton
Maurice R. Barnes
Tyler Berry
Jeremiah Courtney
Arthur Gladstone
Hugh B. Hutchinson
Robert Koteen

James L. McDowell
Robert Neuner
Hilda Shea
Lester W. Spillane
Pasquale Vallicenti
William H. Baeur
Edward Brecher
(Special Analyst)
David H. Deibler
Violet L. Haley
J. Fred Johnson Jr.
Fanny Litvin
Samuel Miller
Max Paxlin
Harriet A. Simons
Abe L. Stein
John E. Wicker

Law Department

Charles R. Denny, General Counsel
Secretary: Thais G. O'Brien

Benedict P. Cotton, Asst. General Counsel
Secretary: Fausta Puffenberger

Office of Information

Earl A. Minderman, Director of Information
Secretary: Julia M. Shankland

Dorothy Ames Holloway, Assistant to Director of Information

License Division

William P. Messing, Chief
Secretary: Catherine Lunder

Chief of Broadcast Section: Clara M. Iehl
Chief of Commercial and Natl. Defense Registration Sec.: William H. Irvin
Chief of Amateur and Natl. Defense Sec.: J. B. Beadle
Chief of Ship Section: Leonora E. Miller
Chief of Machine Tabulating Sec.: Raymond E. Martin

Accounting, Statistical and Tariff Department

William J. Norfleet, Chief Accountant (Secretary: Waleska Watson)
Hugo Reyer, Assistant Chief Accountant (Secretary: Frances M. Penwitt)
Henry M. Long, Head, Accounting Regulations Division
Wm. G. Butts, Head, Rates and Tariff Division
Alexander Ueland, Head, Statistical Division
Mark S. McCoy, Head, Field Division
Harry Tennyson, Acting Head, Broadcast Division
Dallas W. Smythe, Head, Economics Division

Foreign Broadcast Intelligence Service

Charles S. Hyneman, Director, Foreign Broadcast Intelligence Service
Secretary: Betty Stockman

Edwin W. Hullinger, Assistant Director
Secretary: Mrs. Mary Helmers

Arthur Goul, Chief of Wire Service
Russel M. Shepherd, Sr. Administrative Officer
G. Ellis Porter, Chief of Publications Division
Ben Hall, Chief of Monitoring and Translating Division
Ben Waple, Chief, Administrative Service Division

Service Division

Nicholas F. Cureton, Chief
Secretary: Susan Hoffman

Paul H. Sheehy, Assistant Chief

Other Sections

William B. Robertson, Director of Budget and Planning Division
Walter S. David, Chief, Records Division
Lavelle W. Hughes, Chief, Minute Section
Lawrence A. Corridon, Chief, Audits and Accounts Section

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)

Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929

Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934

Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California
March 15, 1927—October 3, 1927 (Deceased)

Sam Picard, Kansas
November 1, 1927—January 31, 1929

Harold A. Lafount, Utah
November 14, 1927—July 10, 1934

Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932

General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)

William D. L. Starbuck, New York
May 2, 1929—May 23, 1934

Thad H. Brown, Ohio
January 21, 1932 (Deceased)

James H. Hanley, Nebraska
April 1, 1933—July 10, 1934

Former Members of FEDERAL COMMUNICATIONS COMMISSION

Hampson Gary, Texas
July 11, 1934—Dec. 31, 1934

Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)

Irvin Stewart, Texas
July 11, 1934—June 30, 1937

Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939

Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939

Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)

Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941

George H. Payne, New York
July 1, 1934—June 30, 1943

James Lawrence Fly, Texas
September 1, 1939—November 15, 1944

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

Yesterday . . . LINGO set the pace
in preparing you for Today . . .

TODAY

LINGO Takes the Lead
in Preparing You for

TOMORROW!

LINGO VERTICAL TUBULAR STEEL RADIATORS

*for greater efficiency and
lower maintenance cost*

The plans that you are making now . . . today . . . will determine the success of your station tomorrow. Depreciation of equipment caused by war-time restrictions, plus the rapid advancements being made in the Radio Art, will cause wide-awake engineers and station owners to "take stock" *now*. If your station plans to advance with the industry, or if you are planning a new station, you must have equipment which will produce top efficiency, equipment which operates with more economy, greater performance—equipment that will help bring you success, create a larger listening audience.

The Lingo engineering staff is ready to work with you on your plans for the "Great Days Ahead." We are prepared to serve you now.

JOHN E. LINGO & SON INC.
CAMDEN, NEW JERSEY
Established 1897

Manufacturers of Tubular Steel Vertical Radiators and
Supporting Poles for FM and Television Antennas, etc.

445 Feet of Efficiency!

One of the tallest radiators of this type in the world. 445 ft. radiator and a 325 ft. radiator, used as the directional antenna system at WIBW, Topeka, Kans., were constructed and erected by Lingo.

**Field Offices of the
Federal Communications Commission**
Chief of Field Division: George S. Turner, Washington, D. C.

WAR-SCRIPT-OF-THE-MONTH SELECTIONS

From the Summer of 1942 Through 1944 the Following Radio Scripts Have Been Made Available for Local Patriotic Use on a Non-Commercial, Royalty-Free Basis by the Radio Committee of the Writers War Board in Co-operation With the Association for Education by Radio. The Majority of the Scripts Were Previously Broadcast on the Several American Networks.

| District No. | City | Address | Inspector in Charge |
|--------------|-----------------------|--|-----------------------|
| 1 | Boston, Mass. | Customhouse | Charles C. Kolster |
| 2 | New York, N. Y. | 641 Washington St. | Arthur Batcheller |
| 3 | Philadelphia, Pa. | 1200 U. S. Customhouse, 2nd & Chestnut St. | Forest F. Redfern |
| 4 | Baltimore, Md. | 508 Old Town Bank Bldg. | Edward W. Chapin |
| 5 | Norfolk, Va. | 402 New P. O. Bldg. | Hyman A. Cohen |
| | Newport News, Va. | 106 U. S. Post Office Bldg. | Alfred H. Kleist |
| 6 | Atlanta, Ga. | 411 Federal Annex | Paul H. Herndon, Jr. |
| | Savannah, Ga. | P. O. Box 77 | Joseph L. Condon |
| 7 | Miami, Fla. | P. O. Box 150 | Arthur S. Fish |
| | Tampa, Fla. | 203 Post Office Bldg. | Milton W. Grinnell |
| 8 | New Orleans, La. | 400 Audubon Bldg. | Theodore G. Deiler |
| 9 | Galveston, Texas | 404 Federal Bldg. | Nathan A. Hallenstien |
| 10 | Dallas, Texas | 500 U. S. Terminal Annex | Louis B. McCabe |
| | Beaumont, Texas | P. O. Box 1527 | William E. Clyne |
| 11 | Los Angeles, Calif. | 539 U. S. P. O. & Courthouse Bldg. | Bernard H. Linden |
| | San Diego, Calif. | 307 U. S. Customhouse | Harold D. DeVoe |
| | San Pedro, Calif. | 326 U. S. P. O. & Courthouse Bldg. | J. Lee Smith |
| 12 | San Francisco, Calif. | Customhouse | Francis V. Sloan |
| 13 | Portland, Ore. | 805 Terminal Sales Bldg. | George V. Wiltse |
| 14 | Seattle, Wash. | 808 New Federal Bldg. | Landon C. Herndon |
| 15 | Denver, Colo. | 504 Customhouse | Donald A. Murray |
| 16 | St. Paul, Minn. | 208 U. S. P. O. & Courthouse Bldg. | Edwin S. Heiser |
| 17 | Kansas City, Mo. | 809 U. S. Courthouse | William J. McDonnell |
| 18 | Chicago, Ill. | 246 U. S. Courthouse Bldg. | Harold D. Hayes |
| 19 | Detroit, Mich. | 1029 New Federal Bldg. | Emery H. Lee |
| | Cleveland, O. | 541 Old Post Office Bldg. | Charles F. Koehler |
| 20 | Buffalo, N. Y. | 328 Federal Bldg. | Walter L. Davis |
| 21 | Honolulu, T. H. | 609 Stangenwald Bldg. | John H. Homsy |
| 22 | San Juan, P. R. | Box 2987 | Edward H. Hackman |
| 23 | Juneau, Alaska. | P. O. Box 1421 | Herbert H. Arlowe |

MONITORING STATIONS

| | | | |
|---|---------------------|---------------|------------------|
| — | Grand Island, Nebr. | P. O. Box 788 | Benjamin E. Wolf |
| — | Allegan, Mich. | P. O. Box 89 | Irl D. Ball |
| — | Kingsville, Tex. | P. O. Box 632 | Glen W. Earnhart |

ACCOUNTING OFFICES

| | | | |
|---|-----------------------|-----------------------------|--------------------|
| — | New York, N. Y. | 229 Broadway | Lon A. Cearley |
| — | Atlanta, Ga. | 515 First Nat'l Bank Bldg. | Carl E. Zinns |
| — | St. Louis, Mo. | 1860 Railway Exchange Bldg. | Curtis M. Bushnell |
| — | San Francisco, Calif. | 605 Market St. | Paul Summerhays |

| TITLE | AUTHOR | SOURCE | MONTH |
|-------------------------------------|----------------------------------|---------------------------------|--------------|
| They Burned the Books | Stephen Vincent Benet | NBC | First Script |
| Time is Short | Dorothea J. Lewis | WPB | 8/42 |
| All Out For Davey | Shirley Ward | Direct | 9/42 |
| Brothers | Langston Hughes | Direct | 9/42 |
| The Girl in the Red, White and Blue | Peter Lyon & Woodie Guthrie | NBC | 10/42 |
| Armistice Day | Erik Barnouw | Direct | 10/42 |
| Ta The Young | Norman Corwin | CBS | 11/42 |
| We Refuse to Die | Paramount Pictures | WNEW, New York | 12/42 |
| The Nazi | Janet Brandes | KLW, San Francisco | 12/42 |
| The Man Behind the Gun | David Harman & Ranaid MacDougall | CBS | 1/43 |
| Day of Deliverance | William Rose Benet | Philadelphia Inquirer | 1/43 |
| Tarpeda Lane | Stuart Hawkins | Cavalcade of America—NBC | 2/43 |
| A Time to Reap | Stephen Vincent Benet | CBS | 3/43 |
| American Family | Pearl S. Buck | China War Relief | 3/43 |
| My Brother Lives in Stalin-grad | Sandra Michael | Russian War Relief | 4/43 |
| Spirit of the Navy | Alfred J. Bonoma | WWL, New Orleans | 4/43 |
| Fram Corregidor | H. Donalds Spatz | 3rd Service Command, U. S. Army | 4/43 |
| Ellen Comes Through | Priscilla Kent | NBC | 4/43 |
| The Special Day | Arch Oboler | Blue | 6/43 |
| Tomorrow Is Ours | Howard Fast | WEVD, New York | 6/43 |
| Reminder to the Free | Michael Greenwood | Direct | 6/43 |
| The Master Map of Europe | Paul C. Woodridge | Kate Smith Hour—CBS | 7/43 |
| Fighters in Dungarees | Frank B. Wells | NBC | 8/43 |
| The Voice in the Wind | Nora Stirling | NBC | 9/43 |
| The Battle of the Warsaw Ghetto | Morton Wishengrad | NBC | 10/43 |
| What's Wrong With Me? | Eve Merriam | WMCA, New York | 11/43 |
| Good Neighbor | Frank B. Wells | NBC | 12/43 |
| These Are Americans | Chet Huntley & Ernest Martin | CBS | 1/44 |
| In The Service of My Country | Langston Hughes | Writers' War Board | 1/44 |
| The Candle & the Gun | Mari Yanofsky | CBS | 2/44 |
| Latch-Key Children | Frank Wells | NBC | 3/44 |
| Assignment: U.S.A. | Richard McDonagh | NBC | 4/44 |
| Is Fair Play Controversial | Chet Huntley | CBS Pacific Network | 5/44 |
| Judgment | Norman Williams | Direct | 6/44 |
| Der Fuehrer | Max Ehrlich | Direct | 6/44 |
| Concerning the Red Army | Norman Rosten | CBS | 7/44 |
| War Criminals & Punishment | Richard McDonagh | S. C. Johnson Wax Co.—NBC | 8/44 |
| The Golden Calf | Katharine & Adele Seymour | NBC | 9/44 |
| Promise vs. The Deed | William K. Clarke | CBS | 10/44 |
| The Veteran Comes Back | Ben Kogan | NBC | 11/44 |
| Foreigners Settled America | Gretta Baker | Conference of Christians & Jews | 11/44 |
| Talk Their Language | Millard Lampell | CBS | 12/44 |

Paul F. Godley

Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

new directions in radio . . .



*New directions
in radio will
be charted by
Hallicrafters*

As radio development moves onward and upward, Hallicrafters engineers are setting the pace, pushing back the horizons in the exciting fields of very high frequency, ultra high frequency, and super high frequency development work. The range of the Model S-37 illustrated here covers higher frequencies than any other continuous tuning commercial type receiver. It is becoming a prime instrument of experiment and research in marking out the new directions that all radio will take.



hallicrafters RADIO

Buy a War Bond Today!



THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

International Broadcasting Stations of the United States and Canada

Authorized by FCC as of January 1, 1945

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered, including suspension of the normal license term of one year.

| Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts | Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts |
|--------------|---|---|--------------------------------|--|---|--|--------------------------------|
| KWID | The Associated Broadcasters Inc. San Francisco, Cal. | 6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61, | 100,000 | †KNBX | National Broadcasting Co. Inc. Near Dixon, Cal. | | 50,000 |
| KWIX | The Associated Broadcasters Inc. San Francisco, Cal. | 6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61 | 50,000 | WNRA | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63. | 50,000 |
| †KCBF | Columbia Broadcasting System Inc. Delano, Cal. | | 50,000 | †WNRE | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.16, 15.19, 21.63. | 50,000 |
| †KCBS | Columbia Broadcasting System Inc. Delano, Cal. | | 50,000 | WNRI | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63. | 50,000 |
| WCBN | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | 50,000 | WNRX | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 21.63, | 50,000 |
| WCBX | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | 50,000 | WRCA | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 17.73, 21.63 SA-11.893 | 50,000 (100,000 on 9.67) |
| WCDA | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | 10,000 | WBOS | Westinghouse Radio Stations Inc. Hull, Mass. | 6.14, 9.57, 11.87, 15.21, 17.78, 21.54. | 50,000 |
| WCRC | Columbia Broadcasting System Inc. Brentwood, L. I., New York | 6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27 | 50,000 | WRUA | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 9.7, 11.73, 15.35, 17.75, 21.46. | 50,000 |
| WOOC | Columbia Broadcasting System Inc. Wayne, N. J. | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | 50,000 | WRUL | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46 | 50,000 |
| WOOW | Columbia Broadcasting System Inc. Wayne, N. J. | 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57, | 50,000 | WRUS | World Wide Broadcasting Corp. Scituate, Mass. | 6.04, 9.7, 11.73, 15.35, 17.75, 21.46 | 50,000 |
| WLWK | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | 50,000 | WRUW | World Wide Broadcasting Corp. Scituate, Mass. | 9.7, 11.73, 11.79, 15.18, 15.35, 17.75, 25.6 | 20,000 |
| WLWL | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | 200,000 | WRUX | World Wide Broadcasting Corp. Scituate, Mass. | | 7,000 |
| WLWO | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | 75,000 | † Construction permit SA-Special Authorization. | | | |
| WLWR | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | 200,000 | CANADA | | | |
| WLWS | The Crosley Corp. Mason, O. | 6.08, 9.59, 11.71, 15.25, 17.8, 21.65, | 200,000 | Call Letters | Licensee and Transmitter Location | Frequency in mc. | Power in Watts |
| KGEI | General Electric Co. Near Belmont, Cal. | 6.19, 7.25, 9.53, 9.55, 11.73, 15.21, 15.33 | 50,000 | CFCX | Canadian Marconi Co., Montreal Montreal, Que. | 60.05 | 75 |
| KGEX | General Electric Co Belmont, Cal. | | 100,000 | CFRX | Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont. | 60.7 | 1,000 |
| WGEA | General Electric Co. So. Schenectady, N. Y. | 6.19, 7, 9.55, 11.8475, 15.33, 21.5, 21.59 SA- 9.53 | 50,000 | CFVP | Voice of the Prairies Ltd., Calgary, Alta. Strathmore, Alta. | 60.3 | 100 |
| WGEO | General Electric Co. So. Schenectady, N. Y. | 6.19, 7, 9.53, 11.8475, 15.33 | 100,000 | CHNX | Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N. S. | 61.3 | 500 |
| WGEX | General Electric Co. So. Schenectady, N. Y. | | 25,000 | CJCX | Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S. | 60.1 | 1,000 |
| WNBI | National Broadcasting Co. Inc. Bound Brook, N. J. | 6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893 | 50,000 (100,000 on 9.67) | CKRO | Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man. | 61.5 | 2,000 |
| KNBA | National Broadcasting Co. Inc. Near Dixon, Cal. | | 50,000 | CKRX | Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man. | 117.2 | 2,000 |
| KNBC | National Broadcasting Co. Inc. Near Dixon, Cal. | | 50,000 | CKFX | Western Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C. | 60.8 | 10 |
| †KNBI | National Broadcasting Co. Inc. Near Dixon, Cal. | | 50,000 | CBFW | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 60.9 | 7,500 |
| | | | | CBFX | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 96.3 | 7,500 |
| | | | | CBFY | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 117.05 | 7,500 |
| | | | | CBFZ | Canadian Broadcasting Corp., Montreal Veicheres, Que. | 151.9 | 7,500 |
| | | | | CBRX | Canadian Broadcasting Corp., Vancouver, B. C. Lulu Island, B. C. | 61.6 | 150 |
| | | | | VE9AI | Edmonton Journal Ltd., Edmonton, Alta. | 60.05 | 200 |
| | | | | VE9BI | Edmonton Journal Ltd., Edmonton, Alta. | 95.4 | 200 |
| | | | | CKOB | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 6.09 | 50,000 |
| | | | | CKLO | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 9.63 | 50,000 |
| | | | | CKXA | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 11.705 | 50,000 |
| | | | | CKCX | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 15.19 | 50,000 |
| | | | | CKNC | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 17.82 | 50,000 |
| | | | | CHAC | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 6.16 | 50,000 |
| | | | | CHLS | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 9.61 | 50,000 |
| | | | | CHMD | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 9.64 | 50,000 |
| | | | | CHOL | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 11.72 | 50,000 |
| | | | | CHTA | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 15.22 | 50,000 |
| | | | | CHLA | Canadian Broadcasting Corp., Montreal Sackville, N. B. | 21.71 | 50,000 |

KMBC of Kansas City



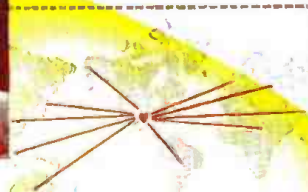
RODERICK B. CUPP
Program Director



JAMES W. MCCONNELL
Artist Bureau Head

In its eighth consecutive season of successful Saturday night stands, KMBC's "Brush Creek Follies" with stars from its great talent staff is recognized as the Heart of America's top radio-stage show. From barn dance to exclusive broadcasting of the Kansas City Symphony, KMBC has the programs!

ERLE SMITH
Managing News Editor



JOHN CAMERON SWAYZE

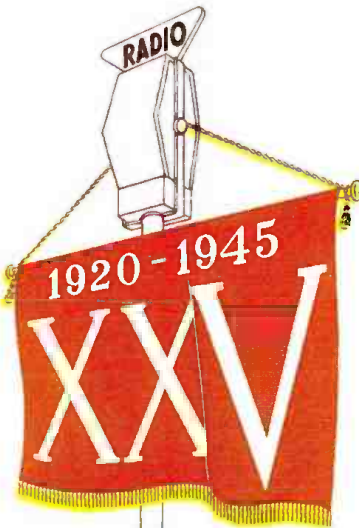


HENRY GOODMAN

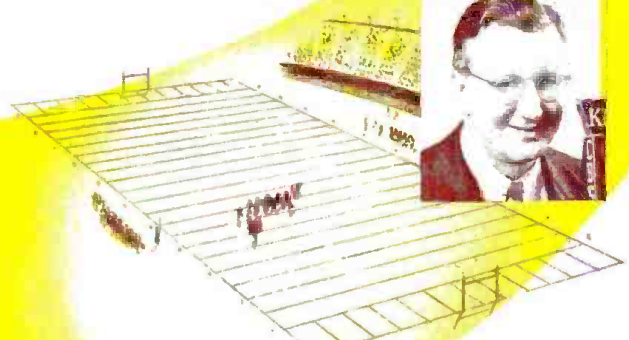
Widely recognized for its department of full-time, expertly qualified newsmen, KMBC is first with the news from both Associated Press and United Press wire services.

Twenty-five years of radio have witnessed the growth of a great institution in the Heart of America known as KMBC of Kansas City—a basic CBS affiliate. In June, 1920, Arthur B. Church came to Kansas City to begin the building of what is today—KMBC. Under his pioneering guidance, KMBC has become more than just a radio station. Today it stands as a vital factor in the community life of almost two million middlewesterners.

After leadership since 1941 in the field of experimental high frequency transmission, KMBC-FM went on the air commercially in 1944 with perhaps the greatest schedule of any FM station. Here is another Arthur B. Church forward step in ever broadening horizons—an extra service at no extra cost!



SAM MOLEN
Director of Sports



KMBC's sports coverage includes play-by-play accounts of important events plus twice nightly summaries from the field of sports. The "Three Ring Sports Circus" is one of radio's most unique program ideas.



Promotion has long played a prominent role in the successful operation of KMBC. "Practicing what it preaches," a generous budget is set aside each year for furthering the sales and prestige of KMBC's advertising clients.

E. P. J. SHURICK
Director of Promotion,
Public Relations and Merchandising

KRLD
 KOIN • KMBC
 GROVES LABS • KOMA • WXYZ
 WCSC • KDYL • EASTERN OUTFITTING CO.
 KGBX • PURITY BAKING CORP. • KGU • KMOX
 WCHV • SNYDER DRUG STORES • KICA • WILDROOT • KWKH
 ELASTIC STARCH
 BEAUMONT LABS
 KMLB • WPTF
 RICO ICE CREAM
 KENO • WSBT
 WTCN • WHP
 KWFC • WQAM • KSCJ
 WFBR • SKILLERNS DRUG CO.
 HUGHES-CURRY PACKING CO. • WTMJ
 KTRH • WHBU • WBEN • KGHF • KIRO
 KARM • WMBR • LOHREY PACKING CO. • WTAR
 LAST FRONTIER HOTEL • KWFT • WHAM • 7-UP
 WCAE • WALTERS BEER • KVOO
 FULLMER MKT. • WIZE • WDBO
 WHBF • WIBX • WLA
 WOAI • KFP
 WW

By The Company They Keep, So Shall We Know Them—

“The company,” to which we refer, can be this encircling list of topflight advertisers and radio stations—all subscribers to

“The Texas Rangers”

—America’s finest transcribed library of western tunes.

OR “the company” can refer to a new Arthur B. Church Production soon to be released. It is expected to become —America’s finest transcribed library of novelty tunes.

ARTHUR B. CHURCH PRODUCTIONS

George E. Halley, Pickwick Hotel
Kansas City 6, Mo.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of January 1, 1945

K

| | | | | | |
|---|---|---|---|--|---|
| <p>KABC San Antonio, Tex. KABR Aberdeen, S. D. KADA Ada, Okla. KALE Alexandria, La. KALF Portland, Ore. *KALL Salt Lake City, Utah KAND Corsicans, Tex. KANB Wichita, Kan. KARK Little Rock, Ark. KARM Fresno, Cal. KASA Elk City, Okla. KAST Astoria, Ore. KATE Albert Lea, Minn. KAWE Carlsbad, N. M. KBIX Muskogee, Okla. KBIZ Ottumwa, Ia. KBKR Baker, Ore. KBND Bend, Ore. KBON Omaha, Neb. KBPS Portland, Ore. KBST Big Spring, Tex. KBTM Jonesboro, Ark. KBUR Burlington, Ia. KBWD Brownwood, Tex. KCKN Kansas City, Kan. KCMC Texarkana, Tex. KCMO Kansas City, Mo. *KCRS Sacramento, Calif. KCRK Enid, Okla. KDAL Duluth, Minn. KDBF Santa Barbara, Cal. KDFN Cooper, Wyo. KDKA Pittsburgh, Pa. KDLR Devils Lake, N. D. KDNT Denton, Tex. KDON Monterey, Cal. KDRO Sedalia, Mo. KDTF Dubuque, Ia. KDYL Salt Lake City, Utah KECA Los Angeles, Cal. KEWB Brownsville, Tex. KELA Centralia, Wash. KELD El Dorado, Ark. KELO Sioux Falls, S. D. KENO Las Vegas, Nev. KERN Bake, Cal. KEUB Price, Utah KEVR Seattle, Wash. KEX Portland, Ore. KEYS Corpus Christi, Tex. KFAB Lincoln, Neb. KFAC Los Angeles, Cal. KFAM St. Cloud, Minn. KFAR Fairbanks, Alaska KFBF Great Falls, Mont. KFCB Cheyenne, Wyo. KFBI Wichita, Kan. KFBK Sacramento, Cal. KFDA Amarillo, Tex. KFDM Beaumont, Tex. KFEL Denver, Col. KFEQ St. Joseph, Mo. KFFA Helena, Ark. KFGQ Boone, Ia. KPH Wichita, Kan. KPI Los Angeles, Cal. KFIO Spokane, Wash. KFIZ Fond du Lac, Wis. KFJ Marshalltown, Ia. KFJL Klamath Falls, Ore. KFJM Grand Forks, N. D. KFJZ Fort Worth, Tex. KFKA Greeley, Col. KPKU Lawrence, Kan. *KFLW Klamath Falls, Ore. KFMB San Diego, Cal. KFNF Shenandoah, Ia. KFOR Lincoln, Neb. KFOX Long Beach, Cal. KFPW Ft. Smith, Ark. KFPY Spokane, Wash. KFR Anchorage, Alaska KFRS San Francisco, Cal. KFRF Fresno, Cal. KFRU Longview, Tex. KFRU Columbia, Mo. KFSG San Diego, Cal. KFSO Los Angeles, Cal. KFUN Las Vegas, N. M. KFUO Clayton, Mo. KFV Los Angeles, Cal. KFVS Cape Girardeau, Mo. KFWB Los Angeles, Cal. KFX Nampa, Ida. KFXJ Grand Junction, Col. KFXM San Bernardino, Cal. KFYO Lubbock, Tex. KFYR Bismarck, N. D. KGA Spokane, Wash. KGB San Diego, Cal. KGBS Easton, Tex. KGBS Springfield, Mo. KGGU Mandan, N. D. KGGX Sidney, Mont. KGBE Fergus Falls, Minn. KGDW Stockton, Cal. KGEK Sterling, Col. KGER Long Beach, Cal. KGEZ Kalahele, Mont. KGFJ Shawnee, Okla. KGFJ Los Angeles, Cal. KGPL Roswell, N. M. KGFV Kearney, Neb.</p> | <p>KGFX Pierre, S. D. KGGF Coffeyville, Kan. KGMV Albuquerque, N. M. KGRH Pueblo, Col. KGLH Little Rock, Ark. KGLH Billings, Mont. KGRB Butte, Mont. KGIW Alamosa, Col. KGGK Tyler, Tex. KGBL San Angelo, Tex. KGGO Fort Worth, Tex. KGGY Scottsbluff, Neb. KGLD Mason City, Ia. KGLU Safford, Ariz. KGMH Honolulu, T. H. KGNB Amarillo, Tex. KGNL Dodge City, Kan. KGO San Francisco, Cal. KGU Honolulu, T. H. KGVV Missoula, Mont. KGVW Portland, Ore. KGY Olympia, Wash. KHAS Hastings, Neb. KHBC Hilo, T. H. KHBB Okmulgee, Okla. KHJ Los Angeles, Cal. KHMO Hannibal, Mo. KHQ Spokane, Wash. KHSL Chicago, Cal. KHUB Watsonville, Cal. KICD Clovis, N. M. KID Idaho Falls, Ida. KIDO Boise, Ida. KIEM Eureka, Cal. KIEV Glendale, Cal. KILQ Grand Forks, N. D. KINY Juneau, Alaska KIRO Seattle, Wash. KIT Yakima, Wash. KIUL Garden City, Kan. KIUN Pecos, Tex. KIUP Dnranago, Col. KJBS San Francisco, Cal. KJR Seattle, Wash. KJL Spencer, Ia. KJLM LaGrande, Ore. KJLN Blytheville, Ark. KJLO Ogden, Utah KJLP Minot, N. D. KJLR Little Rock, Ark. KJLS Oakland, Cal. KJLV Galveston, Tex. KJLX Oakland, Cal. KJLZ Denver, Col. KMA Shenandoah, Ia. KMAC San Antonio, Tex. KMCB Kansas City, Mo. KMED Medford, Ore. KML La Grange, Mo. KMLB Memphis, Tenn. KMMJ Grand Island, Neb. KMO Tacoma, Wash. KMOX St. Louis, Mo. KMPC Los Angeles, Cal. KMTR Los Angeles, Cal. KMYC Marysville, Cal. KMYR Denver, Col. *KNK Salt Lake City, Utah KNEB Brady, Tex. KNET Palestine, Tex. KNOE Monroe, La. KNOW Austin, Tex. KOA Los Angeles, Cal. KOL Seattle, Wash. KOAC Corvallis, Ore. KOAM Pittsburg, Kan. KOB Albuquerque, N. M. KOC Kilgore, Tex. KOCY Oklahoma City, Okla. KODL The Dalles, Ore. KODY North Platte, Neb. KOH Reno, Nev. KOIL Omaha, Neb. KOKIN Portland, Ore. KOKO La Junta, Col. KOL Seattle, Wash. KOMA Oklahoma City, Okla. KOME Tulsa, Okla. KOMO Seattle, Wash. KONO San Antonio, Tex. *KONP Port Angeles, Wash. KOOS Kooz Bay, Ore. KORE Eugene, Ore. KORN Fremont, Neb. KOTA Rapid City, S. Dak. KOTN Pine Bluff, Ark. KOV Valley City, N. D. KOW El Paso, Tex. KOWH Omaha, Neb. KOY Phoenix, Ariz. KPAB Laredo, Tex. KPAC Port Arthur, Tex. KPAS Pasadena, Cal. KPDN Pampa, Tex. KPPA Helena, Mont. KPHO Phoenix, Ariz. *KPKW Pasco, Wash. KPLC Lake Charles, La. KPLT Paris, Tex. KPMC Bakersfield, Cal. KPO San Francisco, Cal. KPOW Denver, Col. KPOW Powell, Wyo. KPPC Pasadena, Cal. KPKW Wenatchee, Wash.</p> | <p>KPRC Houston, Tex. KPRO Riverside, Cal. KQV Pittsburgh, Pa. KQW San Jose, Cal. KRBA Lunken, Tex. KRBC Abilene, Tex. KRBM Bozeman, Mont. KRE Berkeley, Cal. KRGV Weslaco, Tex. KRIG Beaumont, Tex. KRIS Corpus Christi, Tex. KRJF Miles City, Mont. KRKD Los Angeles, Cal. KRKO Everett, Wash. KRKC Lewiston, Ida. KRRL Dallas, Tex. KRMB Midland, Tex. KRMD Shreveport, La. KRNR Roseburg, Ore. KRNT Des Moines, Ia. KRKC Rochester, Minn. KRRO El Paso, Tex. KROS Clinton, Ia. KROW Oakland, Cal. KROY Sacramento, Cal. KRRV Sherman, Tex. KRSC Seattle, Wash. KSAC Manhattan, Kan. KSAL Salina, Kan. KSAM Huntsville, Tex. KSAN San Francisco, Cal. KSCJ Sioux City, Ia. KSDL St. Louis, Mo. KSEI Pocatello, Ida. KSFQ San Francisco, Cal. KSJB Jamestown, N. D. KSKY Dallas, Tex. KSL Salt Lake City, Utah KSLM Salem, Ore. KSO Des Moines, Ia. KSOU Sioux Falls, S. D. KSRO Santa Rosa, Cal. KSTP St. Paul, Minn. KSUE Cedar City, Utah KSUN Lowell, Ariz. KSWO Lawton, Okla. KTA Phoenix, Ariz. KTBC Austin, Tex. KTBI Tacoma, Wash. KTBS Shreveport, La. KTEM Temple, Tex. KTFI Twin Falls, Ida. KTHS Hot Springs, Ark. KTHT Houston, Tex. KTRC Visalia, Cal. KTKN Ketchikan, Alaska KTKS Santa Barbara, Cal. KTNM Tucuman, N. M. KTOH Lubbock, T. H. KTOK Oklahoma City, Okla. KTB Vermilion, Cal. KTRH Houston, Tex. KTRI Sioux City, Ia. KTRSA San Antonio, Tex. KTRM El Paso, Tex. KTSW Emporia, Kan. KTTA Springfield, Mo. KTUC Tucson, Ariz. KTUL Tulsa, Okla. KTW Seattle, Wash. KTYW Yakima, Wash. KUIN Grants Pass, Ore. KUJ Walla Walla, Wash. KUA Siloam Springs, Ark. KUSD Denver, S. D. KUTA Salt Lake City, Utah KVAK Atchison, Kan. KVAN Vancouver, Wash. KVCV Redding, Cal. KVFC San Luis Obispo, Cal. KVPD Ft. Dodge, Ia. KVBG Great Bend, Kan. KVI Tacoma, Wash. KVIC Victoria, Tex. KVNQ Logan, Utah KVA Tucson, Ariz. KVOD Denver, Col. KVOE Santa Ana, Cal. KVOL Lafayette, Okla. KVOO Tulsa, Okla. KVOP Plainview, Tex. KVOR Colorado Springs, Col. KVOS Bellingham, Wash. KVOX Moorhead, Minn. KVRB Rock Springs, Wyo. KVS Santa Fe, N. M. KVSQ Ardmore, Okla. KVCW Vernon, Tex. KVAL Waco, Tex. KWA Waterbury, S. D. KWBW Corpus Christi, Tex. KWBW Hutchinson, Kan. KWEW Hobbs, N. M. KWF Hot Springs, Ark. KWFH Wichita Falls, Tex. KWG Stockton, Cal. KWIL Albany, Ore. KWJB Globe, Ariz. KWJJ Portland, Ore. KWK St. Louis, Mo. KWKH Shreveport, La. KWKW Pasadena, Cal. KWL Decatur, Ia. KWLW Longview, Wash. KWLW Willmar, Minn.</p> | <p>KWNO Winona, Minn. KWOC Poplar Bluff, Mo. KWOC Bartlesville, Okla. KWOS Jefferson City, Mo. KWRC Pennington, Ore. KWSC Pullman, Wash. KWTO Springfield, Mo. KWYO Sheridan, Wyo. KXA Seattle, Wash. KXEL Waterloo, Ia. KXL Portland, Ore. KXO El Centro, Cal. *KXOA Sacramento, Cal. KXOK St. Louis, Mo. KXOX Sweetwater, Tex. KXRO Aberdeen, Wash. KXYZ Houston, Tex. KYA San Francisco, Cal. KYCA Prescott, Ariz. KYOS Merced, Cal. KYSM Mankato, Minn. KYUM Yuma, Ariz. KYW Philadelphia, Pa.</p> <p style="text-align: center;">W</p> <p>WAAB Worcester, Mass. WAAC Chicago, Ill. WAAT Newark, N. J. WABC New York, N. Y. WABI Bangor, Me. WABY Albany, N. Y. WACO Waco, Tex. WADC Akron, O. WAGA Atlanta, Ga. WAGE Syracuse, N. Y. WAGF Dothan, Ala. WAGM Presque Isle, Me. WAIR Anderson, S. C. WAIR Winston-Salem, N. C. WAIT Chicago, Ill. WAJR Morgantown, W. Va. WAKR Akron, O. WALB Mobile, Ala. WALB Albany, Ga. WALL Middletown, N. Y. WAML Laurel, Miss. WAOV Vincennes, Ind. WAPI Birmingham, Ala. WAPQ Chattanooga, Tenn. WARM Scranton, Pa. WASK Lafayette, Ind. WATL Atlanta, Ga. WATN Watertown, N. Y. WATR Waterbury, Conn. WATW Ashland, Wis. WAVE Louisville, Ky. WAWZ Zanesville, N. J. WAYS Charlotte, N. C. WAYX Waycross, Ga. WAZL Hazleton, Pa. WBA West Lafayette, Ind. WBAW Atlantic City, N. J. WBAL Baltimore, Md. WBAP Fort Worth, Tex. WBAX Wilkes-Barre, Pa. WBBS Burlington, N. C. WBBL Richmond, Va. WBBS Chicago, Ill. WBBS Brooklyn, N. Y. WBCC Ponce City, Okla. WBCC Bay City, Mich. WBEN Buffalo, N. Y. *WBHD Petersburg, Va. WBHD Huntsville, Ala. WBIG Greensboro, N. C. WBIR Knoxville, Tenn. WBLL Dalton, Ga. WBLL Clarksburg, W. Va. WBML Macon, Ga. WBNS Columbus, O. WBNS New York, N. Y. WBNY Buffalo, N. Y. WBOS Salisbury, Md. WBOW Terre Haute, Ind. WBRE Wilkes-Barre, Pa. WBRR Pittsfield, Mass. WBWR Welch, W. Va. WBRY Waterbury, Conn. WBTC Charlotte, N. C. WBTA Batavia, N. Y. WBTH Williamson, W. Va. WBTM Danville, Va. WBYN Brooklyn, N. Y. WBZ Boston, Mass. WBZA Springfield, Mass. WBZAE Pittsfield, Pa. WBZL Northfield, Minn. WBZM Camden, N. J. WCAO Baltimore, Md. WCAP Asbury Park, N. J. WCAR Pontiac, Mich. WCAT Rapid City, S. D. WCAU Philadelphia, Pa. WCAX Burlington, Vt. WCZA Carthage, Ill. WCBI Columbus, Miss. WCBM Baltimore, Md. WCBS Springfield, Ill. WCBT WCBT Roanoke Rapids, N. C. WCCO Minneapolis, Minn. WCED DuBois, Pa. WCFL Chicago, Ill.</p> | <p>WCHS Charleston, W. Va. WCHV Charlottesville, Va. WCFX Cincinnati, O. WCLO Janesville, Wis. WCLS Joliet, Ill. WCMJ Ashland, Ky. WCNC Elizabeth City, N. C. WCOA Pensacola, Fla. WCOO Meridian, Miss. WCOL Columbus, O. WCOB Boston, Mass. WCOO Columbia, S. C. WCOU Lewiston, Me. WCOV Montgomery, Ala. WCOO Cincinnati, O. WCBS Greenwood, S. C. WCRW Greenville, S. C. WCSC Charleston, S. C. WCSH Portland, Me. WDAE Tampa, Fla. WDAF Kansas City, Mo. WDAC Columbus, Ga. WDAN Danville, Ill. WDAS Philadelphia, Pa. WDAY Fargo, N. D. WDBC Escanaba, Mich. WDBJ Roanoke, Va. WDBO Orlando, Fla. WDEF Chattanooga, Tenn. WDEL Wilmington, Del. WDEW Waterbury, Vt. WDGY Minneapolis, Minn. WDLF Panama City, Fla. WDMJ Marquette, Mich. WDNC Durham, N. C. WDDO Chattanooga, Tenn. WDRM Hartford, Conn. WDSM Duluth, Minn. WDSU New Orleans, La. WDWS Champaign, Ill. WDZ Tuscola, Ill. WEAF New York, N. Y. WEAN Providence, R. I. WEAU Eau Claire, Wis. WEBC Duluth, Minn. WEBQ Harrisburg, Pa. WEBR Buffalo, N. Y. WEDC Chicago, Ill. WEED Rocky Mount, N. C. WEEI Boston, Mass. WEEU Reading, Pa. WEGO Concord, N. C. WEIM Fitchburg, Mass. WELL New Haven, Conn. WELL Battle Creek, Mich. WELQ Tupelo, Miss. WEMP Milwaukee, Wis. WENR Chicago, Ill. WENT Gloversville, N. Y. WENY Elmira, N. Y. WEOA Evansville, Ind. WERC Erie, Pa. WEST Easton, Pa. WESX Salem, Mass. WEVD New York, N. Y. WEW St. Louis, Mo. WEXL Royal Oak, Mich. WFAA Dallas, Tex. WFAA White Plains, N. Y. WFBC Greenville, S. C. WFBG Atlanta, Ga. WFBG Syracuse, N. Y. WFBM Indianapolis, Ind. WFBR Baltimore, Md. WFBI Pawtucket, R. I. WFFD Flint, Mich. WFEA Manchester, N. H. *WFEF Sylacauga, Ala. WFRH Wisconsin Rapids, Wis. WFIG Sumter, S. C. WFIL Philadelphia, Pa. WFJ Findlay, O. WFLA Tampa, Fla. WFMD Frederick, Md. WFMJ Youngstown, O. WFNC Fayetteville, N. C. WFOR Hattiesburg, Miss. WFOY St. Augustine, Fla. WFPG Atlantic City, N. J. WFTC Kingston, N. C. WFTL Miami, Fla. WFWA Fredericksburg, Va. WGAC Cedarburg, Ill. WGAL Augusta, Ga. WGAL Lancaster, Pa. WGAN Portland, Me. WGAW Cleveland, O. WGAU Athens, Ga. WGBB Freeport, N. Y. WGBF Evansville, Ind. WGBG Greensboro, N. C. WGBI Scranton, Pa. WGBR Goldsboro, N. C. WGCW Gulfport, Miss. WGCS Chicago, Ill. WGCA Gainesville, Fla. WGH Newport News, Va. WGLL Galesburg, Ill. WGLV Charleston, W. Va. WGL FT. Wayne, Ind. WGN Chicago, Ill. WGNC Gastonia, N. C. WGNV Newburgh, N. Y. WGOV Valdosta, Ga. WGPC Albany, Ga.</p> | <p>WGR Buffalo, N. Y. WGRS Louisville, Ky. WGTN Greenwood, Miss. WGST Atlanta, Ga. WGTC Greenville, N. C. WGTM Wilson, N. C. WGY Schenectady, N. Y. WHA Madison, Wis. WHAI Greenfield, Mass. WHAM Rochester, N. Y. WHAS Louisville, Ky. WHAT Philadelphia, Pa. WHAT Troy, N. Y. WHB Kansas City, Mo. WHBB Selma, Ala. WHBC Canton, O. WHBF Rock Island, Ill. WHBI Newark, N. J. WHBL Sheboygan, Wis. WHBQ Memphis, Tenn. WHBU Anderson, Ind. WHBY Appleton, Wis. WHIC Ithaca, N. Y. WHDF Calumet, Mich. WHDD Boston, Mass. WHDL Allegany, N. Y. WHDE Portsmouth, N. H. WHEC Rochester, N. Y. WHFC Cicero, Ill. *WHGB Harrisburg, Pa. WHIO Dayton, O. WHIS Bluefield, W. Va. WHIT New Bern, N. C. WHIZ Zanesville, O. WHJB Greensburg, Pa. WHK Cleveland, O. WHKC Columbus, O. WHKK Akron, O. WHKY Hickory, N. C. WHLE Virginia, Minn. WHLD Niagara Falls, N. Y. WHLN Harlan, Ky. WHLS Port Huron, Mich. WHMA Annsion, Ala. WHMC New York, N. Y. *WHNC Henderson, N. C. WHO Des Moines, Ia. WHOM Jersey City, N. J. WHOP Hopkinsville, Ky. WHOT South Bend, Ind. WHP Harrisburg, Pa. WHTD Hartford, Conn. WHUB Cookeville, Tenn. WHYN Holyoke, Mass. WHAC San Juan, P. R. WIBA Madison, Wis. WIBC Indianapolis, Ind. WIBG Philadelphia, Pa. WIBM Jackson, Mich. WIBU Poyntek, Kan. WIBW Topeka, Kan. WIBX Utica, N. Y. WICA Ashtabula, O. WICC Bridgeport, Conn. WIGM Meadwell, Wis. WILL St. Louis, Mo. WILL Urbana, Ill. WILM Wilmington, Del. WINC Winchester, Va. WIND Chicago, Ill. WING Dayton, O. WINK Ft. Myers, Fla. WINN Louisville, Ky. WINS New York, N. Y. WINX Washington, D. C. WIP Miami, Fla. WIP Philadelphia, Pa. WIRE Indianapolis, Ind. WIFA Columbia, S. C. WISE Asheville, N. C. WISH Indianapolis, Ind. WISN Milwaukee, Wis. WISR Butler, Pa. WITH Baltimore, Md. WIZE Springfield, O. WJAC Jacksonville, Fla. WJAG Norfolk, Neb. WJAR Providence, R. I. WJAS Pittsburgh, Pa. WJAX Jacksonville, Fla. WJBC Bloomington, Ill. WJBK Detroit, Mich. WJBO Baton Rouge, La. WJBW New Orleans, La. WJBY Gadsden, Ala. WJDX Jackson, Miss. WJEF Grand Rapids, Mich. WJFTH Hagerstown, Md. WJHL Johnson City, Tenn. WJHO Opelika, Ala. WJHP Jacksonville, Fla. WJIM Lansing, Mich. WJJD Chicago, Ill. WJLB Detroit, Mich. WJLD Bessemer, Ala. WJLS Beckley, W. Va. WJMC Rice Lake, Wis. WJMS Ironwood, Mich. WJNO W. Palm Beach, Fla. WJOB Hammond, Ind. WJPA Washington, Pa. WJPP Herrin, Ill. WJPR Greenville, Miss. WJRD Tuscaloosa, Ala. WJTN Jamestown, N. Y.</p> |
|---|---|---|---|--|---|

(Cont'd on page 408)

CTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* Denotes new station authorized but not yet in operation as of January 1, 1945

(Continued from page 407)

| | | | | | |
|-----------------------------------|------------------------------|--------------------------------|----------------------------|----------------------------------|---------------------------|
| WJW.....Cleveland, O. | WLOF.....Orlando, Fla. | WNAD.....Norman, Okla. | WPTF.....Raleigh, N. C. | WSM.....Nashville, Tenn. | WWJ.....Detroit, Mich. |
| *WJXN.....Jackson, Miss. | WLOQ.....Logan, W. Va. | WNAX.....Yankton, S. D. | WQAM.....Miami, Fla. | WSMB.....New Orleans, La. | WWL.....New Orleans, La. |
| WJZ.....New York, N. Y. | WLOK.....Lima, O. | WNBF.....Binghamton, N. Y. | WQAN.....Scranton, Pa. | WSNJ.....Bridgeton, N. J. | WWNC.....Asheville, N. C. |
| WJZM.....Clarkesville, Tenn. | WLOL.....Minneapolis, Minn. | WNBH.....New Bedford, Mass. | WQBC.....Vicksburg, Miss. | WSNY.....Schenectady, N. Y. | WWNY.....Watertown, N. Y. |
| WKAQ San Juan, Puerto Rico | WLPM.....Suffolk, Va. | WNBZ.....Sarano Lake, N. Y. | WQXR.....New York, N. Y. | WSOC.....Charlotte, N. C. | WWPG.....Palm Beach, Fla. |
| WKAR.....East Lansing, Mich. | WLS.....Chicago, Ill. | WNEL.....San Juan, Puerto Rico | WRAC.....Williamsport, Pa. | WSON.....Henderson, Ky. | WWRL.....Woodside, N. Y. |
| WKAT.....Miami Beach, Fla. | WLVA.....Lynchburg, Va. | WNEW.....New York, N. Y. | WRAL.....Raleigh, N. C. | WSOO.....Sault Ste. Marie, Mich. | WWSR.....St. Albans, Vt. |
| WKBB.....Dubuque, Ia. | WLW.....Cincinnati, O. | WNHC.....New Haven, Conn. | WRAP.....Reading, Pa. | WSOY.....Decatur, Ill. | WWSW.....Pittsburgh, Pa. |
| WKBH.....LaCrosse, Wis. | WMAL.....Washington, D. C. | WNLC.....New London, Conn. | WRBL.....Columbus, Ga. | WSPA.....Spartanburg, S. C. | WWVA.....Wheeling, W. Va. |
| WKBN.....Youngstown, O. | WMAM.....Marinette, Wis. | WNOE.....New Orleans, La. | WRD.....Washington, D. C. | WSPB.....Sarasota, Fla. | WXYZ.....Detroit, Mich. |
| WKBO.....Harrisburg, Pa. | WMAN.....Mansfield, O. | WNOX.....Knoxville, Tenn. | WRDQ.....Augusta, Me. | WSPD.....Toledo, O. | *.....Richmond, Va. |
| WKBV.....Richmond, Ind. | WMAQ.....Chicago, Ill. | WNYC.....New York, N. Y. | WRDW.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKBW.....Buffalo, N. Y. | WMAS.....Springfield, Mass. | WNYC.....New York, N. Y. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKBY.....Muskegon, Mich. | WMAZ.....Macon, Ga. | WOAI.....San Antonio, Tex. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKCU.....Griffin, Ga. | WMBD.....Peoria, Ill. | WOC.....Davenport, Ia. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKDY.....Covington, Va. | WMBG.....Richmond, Va. | WOCB.....W. Yarmouth, Mass. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| *WKIP.....Poughkeepsie, N. Y. | WMBH.....Joplin, Mo. | WOI.....Ames, Ia. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| *WKIX.....Columbia, S. C. | WMBI.....Chicago, Ill. | WOKO.....Albany, N. Y. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKLA.....Ludington, Mich. | WMBO.....Auburn, N. Y. | WOLF.....Washington, D. C. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKMO.....Kokomo, Ind. | WMBR.....Jacksonville, Fla. | WOLF.....Syracuse, N. Y. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKNE.....Keene, N. H. | WMBS.....Uniontown, Pa. | WOLS.....Florence, S. C. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKNY.....Kingston, N. Y. | WMC.....Memphis, Tenn. | WOMI.....Owensboro, Ky. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKOK.....Sunbury, Pa. | WMCA.....New York, N. Y. | WOMT.....Manitowoc, Wis. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKPA.....New Kensington, Pa. | WMEX.....Boston, Mass. | WOOD.....Grand Rapids, Mich. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKPT.....Kingsport, Tenn. | WMFD.....Wilmington, N. C. | WOPI.....Bristol, Tenn. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKRC.....Cincinnati, O. | WMFF.....Plattsburg, N. Y. | WOR.....New York City | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKRO.....Cairo, Ill. | WMFG.....Hibbings, Minn. | WORC.....Worcester, Mass. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKST.....New Castle, Pa. | WMFI.....Daytona Beach, Fla. | WORD.....Spartanburg, S. C. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| *WKVM.....Arecibo, P. R. | WMFR.....High Point, N. C. | WORK.....York, Pa. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKWK.....Wheeling, W. Va. | WMGA.....Moutrie, Ga. | WORL.....Boston, Mass. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKY.....Oklahoma City, Okla. | WMIN.....St. Paul, Minn. | WOSH.....Oshkosh, Wis. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WKZO.....Kalamazoo, Mich. | WMIS.....Natchez, Miss. | WOSU.....Columbus, O. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAC.....Nashville, Tenn. | WMJM.....Cordoba, Ga. | WOV.....New York, N. Y. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAC.....Nashville, Tenn. | *WMLT.....Dublin, Ga. | WOW.....Omaha, Neb. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAG.....La Grange, Ga. | WMMN.....Fairmont, W. Va. | WOWO.....Ft. Wayne, Ind. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAK.....Lakeland, Fla. | WMOB.....Mobile, Ala. | WPAB.....Ponce, Puerto Rico | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAF.....Lexington, Ky. | WMOG.....Brunswick, Ga. | WPAD.....Paducah, Ky. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAV.....Grand Rapids, Mich. | WMOH.....Hamilton, Ohio | *WPAG.....Ann Arbor, Mich. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAW.....Lawrence, Mass. | WMOI.....Lapeer, Mich. | WPAR.....Parkersburg, W. Va. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLAY.....Muscle Shoals City, Ala. | WMPC.....Memphis, Tenn. | WPAT.....Paterson, N. J. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Minneapolis, Minn. | WMRC.....Greenville, S. C. | WPAX.....Thomasville, Ga. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Minneapolis, Minn. | WMRF.....Lewistown, Pa. | WPAY.....Portsmouth, O. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Bowling Green, Ky. | WMRN.....Marion, O. | WPDQ.....Jacksonville, Fla. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Bowling Green, Ky. | WMRO.....Aurora, Ill. | WPEN.....Philadelphia, Pa. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Bowling Green, Ky. | WMSL.....Decatur, Ala. | WPIC.....Sharon, Pa. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Stevens Point, Wis. | WMT.....Cedar Rapids, Ia. | *WPIK.....Alexandria, Va. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Banzor, Me. | WMUR.....Manchester, N. H. | WPR.....Mayaguez, Puerto Rico | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....Jacksonville, Ill. | WMVA.....Martinsville, Va. | WPRO.....Providence, R. I. | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLEU.....Erie, Pa. | WNAB.....Bridgeport, Conn. | WPRP.....Ponce, Puerto Rico | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLB.....New York, N. Y. | WNAC.....Boston, Mass. | | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLLH.....Lowell, Mass. | | | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |
| WLNH.....Laconia, N. H. | | | WRDQ.....Augusta, Ga. | WSPR.....Springfield, Mass. | |

SHORTWAVE

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|-----------------------|------------------------|------------------------|----------------------|----------------------|----------------------|----------------------|------------------------|-----------------------|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------|-----------------------|-----------------------------|--------------------------|-------------------------|--------------------------|--------------------------|
| KCBA.....Delano, Cal. | KCBF.....Delano, Cal. | KGFI.....Belmont, Cal. | KGEX.....Belmont, Cal. | KNBA.....Dixon, Cal. | KNBC.....Dixon, Cal. | KNBI.....Dixon, Cal. | KNBX.....Dixon, Cal. | KWID.....San Francisco | KWJ.....San Francisco | WBOS.....Hull, Mass. | WCBN.....Brentwood, N. Y. | WCBX.....Brentwood, N. Y. | WCRB.....Brentwood, N. Y. | WCRD.....Brentwood, N. Y. | WCRG.....Brentwood, N. Y. | WGEA.....Schenectady, N. Y. | WGEO.....Schenectady, N. Y. | WGEX.....Schenectady, N. Y. | WLWK.....Mason, O. | WLWL.....Mason, O. | WLWO.....Mason, O. | WLWR.....Mason, O. | WLWS.....Mason, O. | WNBI.....Bound Brook, N. J. | WNRE.....Bound Brook, N. J. | WNRI.....Bound Brook, N. J. | WNRX.....Bound Brook, N. J. | WOOO.....Wayne, N. J. | WOOV.....Wayne, N. J. | WRCA.....Bound Brook, N. J. | WRUA.....Scituate, Mass. | WRU.....Scituate, Mass. | WRUW.....Scituate, Mass. | WRUX.....Scituate, Mass. |
|-----------------------|-----------------------|------------------------|------------------------|----------------------|----------------------|----------------------|----------------------|------------------------|-----------------------|----------------------|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------|-----------------------|-----------------------------|--------------------------|-------------------------|--------------------------|--------------------------|

Michigan's Most Powerful Independent Station

W-CAR

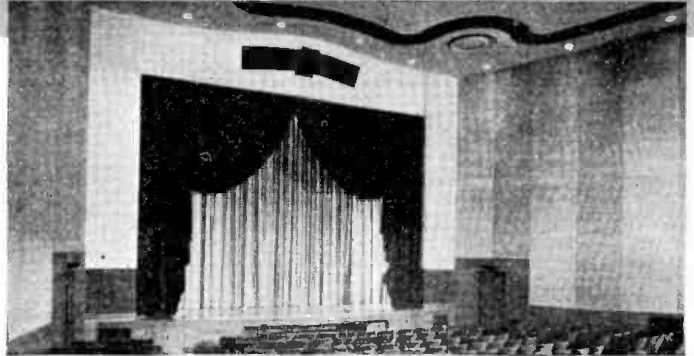
Pontiac

THE *Right* ACOUSTICAL MATERIALS
MEAN
***Improved* BROADCAST QUALITY**

Many acoustical and sound-transmission problems are associated with the design and construction of broadcasting studios. The size of the studio and its contemplated use are governing factors. The location of one studio in relation to another affects the degree of sound isolation necessary. You will find that the use of Johns-Manville sound control materials and the experience of Johns-Manville engineers can help you solve these and similar studio problems.

• **An Auditorium Studio**

One of the most recently constructed studio buildings is WTMJ at Milwaukee. Practically every phase of modern broadcasting was considered in its design. For example, the auditorium studio at the right is one of a series which also included studios for musical presentations, speakers' studios, general-purpose studios, etc. Each was designed specifically for producing a desired acoustic result. Their final design was due to the collaboration of Johns-Manville acoustical engineers with the architects and the studio officials.



The walls and ceiling of this stage and auditorium at WTMJ are treated with Johns-Manville Acoustical Materials especially designed for the broadcasting field.

• **A Speaker's Studio**

WOR officials in their attempt to constantly improve the quality of their broadcasting programs were not satisfied with the acoustical properties of their speakers' studios. The objective was to have the speakers' voices reproduced with fidelity. The elimination of distortion and standing wave patterns was a primary goal. WOR officials in collaboration with J-M engineers developed a unique approach to this problem of rehabilitating studios.

Three relatively new types of acoustical materials were used—High Frequency, Low Frequency, and Triple-Tuned Elements covered with J-M Perforated Transite Asbestos Panels. These materials, properly located on wall and ceiling surfaces, produced the required acoustical result. Also, the hard, dense perforated Transite withstands abuse, and its smooth surface makes cleaning and decorating easy.

For details write Johns-Manville, 22 E. 40 St., New York 16, N. Y.



Studios at WOR were acoustically modernized with Johns-Manville materials in order to get a more faithful reproduction of the speakers' voices.



Johns-Manville *Pioneers in* **Sound Control**



DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1945)

*CP granted for increase in power.

†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

L—Licensed time; operates night hours only when dominant station is not operating.

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|-------------------------|------------------------------|--------------------|----------------------|-------------------------|------------------------|--------------------|----------------------|-------------------------|----------------------|--------------------|----------------------|-------------------------|----------------------|--------------------|----------------------|
| 550 KC. REGIONAL | | | | 640 KC. CLEAR | | | | 830 KC. CLEAR | | | | 970 KC. REGIONAL | | | |
| KOY | Phoenix, Ariz. | 1,000 | 1,000 | KFI | Los Angeles | 50,000 | 50,000 | WCCO | Minneapolis, Minn. | 50,000 | 50,000 | WFLA | Tampa, Fla. | 5,000 | 5,000 |
| KSD | St. Louis | 5,000 | 1,000 | WOI | Ames, Ia. | 5,000 | | WNYC | New York | 1,000 | L-1,000 | WAVE | Louisville, Ky. | 5,000 | 5,000 |
| WGR | Buffalo, N. Y. | 5,000 | 1,000 | WHKK | Akron, O. | 1,000 | L-1,000 | | | | | WCSH | Portland, Me. | 5,000 | 5,000 |
| KFYR | Bismarck, N. D. | 5,000 | 5,000 | WNAD | Norman, Okla. | 1,000 | | | | | | WAAW | Newark, N. J. | 1,000 | 1,000 |
| WKRC | Cincinnati, O. | 5,000 | 1,000 | | | | | | | | | WDAY | Fargo, N. D. | 5,000 | 5,000 |
| KOAC | Corvallis, Ore. | 5,000 | 1,000 | 650 KC. CLEAR | | | | WHAS | Louisville, Ky. | 50,000 | 50,000 | WICA | Ashland, O. | 1,000 | |
| KTSA | San Antonio, Tex. | 5,000 | 1,000 | WSM | Nashville, Tenn. | 50,000 | 50,000 | | | | | KOIN | Portland, Ore. | 5,000 | 5,000 |
| WDEV | Waterbury, Vt. | 1,000 | | 660 KC. CLEAR | | | | | | | | WHA | Madison, Wis. | 5,000 | |
| WSVA | Harrisonburg, Va. | 1,000 | | ‡KFFAR | Fairbanks, Alaska | ‡10,000 | ‡10,000 | KOA | Denver, Col. | 50,000 | 50,000 | 880 KC. REGIONAL | | | |
| 560 KC. REGIONAL | | | | KOWH | Omaha, Neb. | 500 | | WRUF | Gainesville, Fla. | 5,000 | L-5,000 | KFWB | Los Angeles, Cal. | 5,000 | 5,000 |
| KSFO | San Francisco | 5,000 | 1,000 | WPAF | New York | 50,000 | 50,000 | WHDH | Boston, Mass. | 5,000 | 5,000 | WRC | Washington, D. C. | 5,000 | 5,000 |
| KLZ | Denver | 5,000 | 5,000 | KSKY | Dallas, Tex. | 1,000 | | KFBO | Clayton, Mo. | 5,000 | L-5,000 | KMBC | Kansas City, Mo. | 5,000 | 5,000 |
| WOAM | Miami, Fla. | 5,000 | 1,000 | 670 KC. CLEAR | | | | WJW | Cleveland, O. | 5,000 | 5,000 | WTRY | Troy, N. Y. | 1,000 | 1,000 |
| WIND | Chicago, Ill. | 5,000 | 5,000 | WMAQ | Chicago | 50,000 | 50,000 | WEEU | Reading, Pa. | 1,000 | | WGBG | Greensboro, N. C. | 1,000 | |
| WGAN | Portland, Me. | 5,000 | 5,000 | 680 KC. CLEAR | | | | | | | | WSIX | Nashville, Tenn. | 5,000 | 5,000 |
| KWTO | Springfield, Mo. | 5,000 | 1,000 | KPO | San Francisco | 50,000 | 50,000 | 860 KC. CLEAR | | | | 990 KC. CLEAR | | | |
| WFIL | Philadelphia | 1,000 | 1,000 | WLA W | Lawrence, Mass. | 5,000 | 5,000 | KTRB | Modesto, Cal. | 1,000 | 1,000 | WIBG | Philadelphia, Pa. | 10,000 | 10,000 |
| WIS | Columbia, S. C. | 5,000 | 5,000 | KFPE | St. Joseph, Mo. | 5,000 | 5,000 | WSON | Henderson, Ky. | 500 | | WPR | Mayaguez, P. R. | 5,000 | 1,000 |
| KFDM | Beaumont, Tex. | 1,000 | 1,000 | WPTF | Raleigh, N. C. | 50,000 | 50,000 | | | | | WNOX | Knoxville, Tenn. | 10,000 | 10,000 |
| KPQ | Wenatchee, Wash. | 1,000 | 1,000 | WISR | Butler, Pa. | 250 | | 870 KC. CLEAR | | | | 1000 KC. CLEAR | | | |
| WJLS | Breckley, W. Va. | 250 | 100 | KABC | (CP) San Antonio, Tex. | *50,000 | *10,000 | KIEV | Glendale, Cal. | 250 | | WCFL | Chicago, Ill. | 10,000 | 10,000 |
| 570 KC. REGIONAL | | | | 690 KC. CLEAR | | | | WHB | Kansas City, Mo. | 1,000 | | KOMO | Seattle, Wash. | 5,000 | 5,000 |
| KMTR | Los Angeles | 1,000 | 1,000 | KGGF | Coffeyville, Kan. | 1,000 | 500 | WABC | New York | 50,000 | 50,000 | 1010 KC. CLEAR | | | |
| WMCA | New York | 5,000 | 5,000 | 700 KC. CLEAR | | | | WENR | Chicago | 50,000 | 50,000 | WINS | New York, N. Y. | 10,000 | 10,000 |
| WSYR | Syracuse, N. Y. | 5,000 | 5,000 | WLW | Cincinnati, O. | 50,000 | 50,000 | WLS | Chicago | 50,000 | 50,000 | KLRA | Little Rock, Ark. | 10,000 | 5,000 |
| WTKC | Ashville, N. C. | 1,000 | 1,000 | 710 KC. CLEAR | | | | ‡WHNC | Henderson, N. C. | 250 | | KWBW | Corpus Christi, Tex. | 50,000 | |
| WKBN | Youngstown, O. | 5,000 | 5,000 | KMPC | Los Angeles, Cal. | 10,000 | 10,000 | 890 KC. CLEAR | | | | 1020 KC. CLEAR | | | |
| WNAX | Yankton, S. D. | 5,000 | 5,000 | WFTL | Miami, Fla. | 10,000 | 10,000 | WBA | Bangor, Me. | 1,000 | 1,000 | KFVD | Los Angeles, Cal. | 1,000 | L-1,000 |
| KGKO | Ft. Worth, Tex. | 5,000 | 5,000 | WOR | New York | 50,000 | 50,000 | WDFD | Flint, Mich. | 1,000 | 1,000 | KDKA | Pittsburgh, Pa. | 50,000 | 50,000 |
| KUTA | Salt Lake City, Utah | 5,000 | 5,000 | KIRO | Seattle, Wash. | 50,000 | 50,000 | WOC | Meridian, Miss. | 1,000 | 1,000 | 1030 KC. CLEAR | | | |
| KVI | Tacoma, Wash. | 5,000 | 5,000 | 720 KC. CLEAR | | | | WGBI | Scranton, Pa. | 1,000 | 500 | WBZ | Boston, Mass. | 50,000 | 50,000 |
| WMAM | Marinette, Wis. | 250 | 100 | WGN | Chicago | 50,000 | 50,000 | WQAN | Scranton, Pa. | 1,000 | 500 | WBZA | Springfield, Mass. | 1,000 | 1,000 |
| 580 KC. REGIONAL | | | | 730 KC. CLEAR | | | | WJHL | Johnson City, Tenn. | 1,000 | 1,000 | KOB | Albuquerque, N. M. | 10,000 | 10,000 |
| KMJ | Fresno, Cal. | 5,000 | 5,000 | ‡WPIK | Alexandria, Va. | 250 | | KRRV | Sherman, Tex. | 1,000 | 1,000 | 1040 KC. CLEAR | | | |
| WDBO | Orlando, Fla. | 5,000 | 5,000 | 740 KC. CLEAR | | | | ‡KALL | Salt Lake City, Utah | 1,000 | 1,000 | WHO | Des Moines, Ia. | 50,000 | 50,000 |
| WILL | Urbana, Ill. | 5,000 | 5,000 | KQW | San Jose, Cal. | 5,000 | 5,000 | WRNL | Richmond, Va. | 5,000 | 5,000 | 1050 KC. CLEAR | | | |
| KSAC | Manhattan, Kan. | 1,000 | 500 | KTRH | Houston, Tex. | 50,000 | 50,000 | KVAN | Vancouver, Wash. | 500 | | WDC | Tuscola, Ill. | 1,000 | |
| WBW | Topeka, Kan. | 5,000 | 5,000 | 750 KC. CLEAR | | | | | | | ‡WPAG | Ann Arbor, Mich. | 250 | | |
| KALB | (CP) Alexandria, La. | *1,000 | *1,000 | WSB | Atlanta, Ga. | 50,000 | 50,000 | KARK | Little Rock, Ark. | 5,000 | 5,000 | WHN | New York | 50,000 | 50,000 |
| WTAG | Worcester, Mass. | 5,000 | 5,000 | KMMJ | Grand Island, Neb. | 1,000 | L-1,000 | KFPX | Grand Junction, Col. | 1,000 | 500 | 1060 KC. CLEAR | | | |
| WTAC | San Juan, P. R. | 5,000 | 5,000 | WHEB | Portsmouth, N. H. | 1,000 | L-1,000 | WGST | Atlanta, Ga. | 5,000 | 1,000 | KYW | Philadelphia, Pa. | 50,000 | 50,000 |
| WCHS | Charleston, W. Va. | 5,000 | 5,000 | KXL | Portland, Ore. | 10,000 | L-10,000 | WBA | West Lafayette, Ind. | 5,000 | 1,000 | 1070 KC. CLEAR | | | |
| 590 KC. REGIONAL | | | | 760 KC. CLEAR | | | | WBTM | Trouton, N. J. | 1,000 | 1,000 | WAPI | Birmingham, Ala. | 5,000 | 5,000 |
| WAGA | Atlanta, Ga. | 5,000 | 5,000 | KGU | Honolulu, Hawaii | 2,500 | L-2,500 | WBBB | Burlington, N. C. | 1,000 | | KNX | Los Angeles, Cal. | 50,000 | 50,000 |
| KGMB | Honolulu, Hawaii | 5,000 | 5,000 | WJR | Detroit, Mich. | 50,000 | 50,000 | WJAR | Providence, R. I. | 5,000 | 5,000 | WIBC | Indianapolis | 5,000 | 5,000 |
| WEEL | Boston, Mass. | 5,000 | 5,000 | 770 KC. CLEAR | | | | KUSD | Vermillion, S. D. | 500 | 500 | KFBI | Wichita, Kan. | 5,000 | 1,000 |
| WKZO | Kalamazoo, Mich. | 5,000 | 5,000 | WLB | Minneapolis, Minn. | 5,000 | | KFPY | Spokane, Wash. | 5,000 | 5,000 | 1080 KC. CLEAR | | | |
| WOW | Omaha, Neb. | 5,000 | 5,000 | WCAL | Northfield, Minn. | 5,000 | | WMMN | Fairmont, W. Va. | 5,000 | 5,000 | WTIC | Hartford, Conn. | 50,000 | 50,000 |
| WMB | Uniontown, Pa. | 1,000 | 1,000 | WEW | St. Louis, Mo. | 1,000 | | KTKN | Ketchikan, Alaska | 1,000 | 1,000 | WCAZ | Carthage, Ill. | 250 | |
| KTBC | Austin, Tex. | 1,000 | 250 | ‡KOB | Albuquerque, N. M. | ‡50,000 | ‡25,000 | KELJ | Los Angeles, Cal. | 5,000 | 5,000 | KWJ | Portland, Ore. | 1,000 | 1,000 |
| KHQ | Spokane, Wash. | 5,000 | 5,000 | WJZ | New York | 50,000 | 50,000 | KSEI | Pocatello, Ida. | 1,000 | 250 | KRLD | Dallas, Tex. | 50,000 | 50,000 |
| 600 KC. REGIONAL | | | | 780 KC. CLEAR | | | | WTAD | Quincy, Ill. | 1,000 | 1,000 | 1090 KC. CLEAR | | | |
| KPSD | San Diego, Cal. | 1,000 | 1,000 | KXA | Seattle, Wash. | 1,000 | L-1,000 | WFMD | Frederick, Md. | 500 | 500 | KTHS | Hot Springs, Ark. | 10,000 | 1,000 |
| WICC | Bridgeport, Conn. | 1,000 | 500 | 790 KC. REGIONAL | | | | WPAT | Paterson, N. J. | 1,000 | | WBAL | Baltimore, Md. | 50,000 | 50,000 |
| WMT | Cedar Rapids, Ia. | 5,000 | 5,000 | KFQD | Anchorage, Alaska | 1,000 | 1,000 | WBEN | Buffalo, N. Y. | 5,000 | 5,000 | KEVR | Seattle, Wash. | 250 | 250 |
| WCAO | Baltimore, Md. | 5,000 | 5,000 | KEA | Los Angeles | 5,000 | 5,000 | WRRF | Washington, N. C. | 1,000 | 1,000 | 1100 KC. CLEAR | | | |
| WSJS | Winaton-Salem, N. C. | 5,000 | 5,000 | KGHL | Billings, Mont. | 5,000 | 5,000 | WKY | Oklahoma City | 5,000 | *5,000 | KJBS | San Francisco | 500 | L-500 |
| KSJB | Jamestown, N. D. | 250 | 100 | WPNY | Watertown, N. Y. | 1,000 | 1,000 | WSAZ | Huntington, W. Va. | 1,000 | 1,000 | WTAM | Cleveland, O. | 50,000 | 50,000 |
| WREC | Memphis, Tenn. | 5,000 | 5,000 | WVIC | Sharon, Pa. | 1,000 | | WLBL | Stevens Point, Wis. | 5,000 | | 1110 KC. CLEAR | | | |
| KROD | El Paso, Tex. | 1,000 | 500 | WEAN | Providence, R. I. | 5,000 | 5,000 | 940 KC. CLEAR | | | | 1120 KC. CLEAR | | | |
| 610 KC. REGIONAL | | | | 800 KC. CLEAR | | | | 960 KC. REGIONAL | | | | 1130 KC. CLEAR | | | |
| WSGN | Birmingham, Ala. | 5,000 | 1,000 | WJW | Chicago | 50,000 | 50,000 | KFEF | Denver, Col. | 5,000 | 5,000 | WPAS | Passadena, Cal. | 10,000 | 10,000 |
| KPAR | Fairbanks, Alaska (‡660 kc.) | ‡10,000 | ‡10,000 | WJAG | Norfolk, Nebr. | 1,000 | L-1,000 | WAAF | Chicago | 1,000 | | WMBI | Chicago, Ill. | 5,000 | L-5,000 |
| KFRC | San Francisco | 5,000 | 5,000 | 810 KC. CLEAR | | | | WORL | Boston | 1,000 | | KFAB | Lincoln, Neb. | 10,000 | 10,000 |
| WIOD | Miami, Fla. | 5,000 | 5,000 | WJW | Detroit, Mich. | 5,000 | 5,000 | WVJ | Detroit, Mich. | 5,000 | 5,000 | WBT | Charlotte, N. C. | 50,000 | 50,000 |
| KDAL | Duluth, Minn. | 1,000 | 1,000 | 820 KC. CLEAR | | | | WPEN | Philadelphia, Pa. | 5,000 | 5,000 | 1140 KC. CLEAR | | | |
| WDAF | Kansas City, Mo. | 5,000 | 5,000 | WAIT | Chicago | 5,000 | L-5,000 | WSPA | Spartanburg, S. C. | 5,000 | 1,000 | KWGH | Shreveport, La. | 50,000 | 50,000 |
| WMUR | Manchester, N. H. | 5,000 | 1,000 | WOSU | Columbus, O. | 5,000 | L-5,000 | WPRC | Houston, Tex. | 5,000 | 5,000 | WCAR | Pontiac, Mich. | 1,000 | |
| WAYS | Charlotte, N. C. | 1,000 | 1,000 | WFAA | Dallas, Tex. | 50,000 | 50,000 | KJR | Seattle, Wash. | 5,000 | 5,000 | WDGY | Minneapolis, Minn. | 5,000 | L-500 |
| WHKC | Columbus, O. | 1,000 | 1,000 | WBAP | Ft. Worth, Tex. | 50,000 | 50,000 | 980 KC. CLEAR | | | | WNEW | New York | 10,000 | 10,000 |
| WIP | Philadelphia, Pa. | 5,000 | 5,000 | 830 KC. CLEAR | | | | 990 KC. CLEAR | | | | 1150 KC. CLEAR | | | |
| 620 KC. REGIONAL | | | | 840 KC. CLEAR | | | | 1000 KC. CLEAR | | | | 1160 KC. CLEAR | | | |
| KTAR | Phoenix, Ariz. | 5,000 | 5,000 | WJW | Chicago | 50,000 | 50,000 | WBRB | Birmingham, Ala. | 5,000 | 5,000 | WVBT | Virginia Beach, Va. | 5,000 | 5,000 |
| WSUN | St. Petersburg, Fla. | 5,000 | 5,000 | 850 KC. CLEAR | | | | WRCW | Oakland, Cal. | 1,000 | 1,000 | 1170 KC. CLEAR | | | |
| WLBE | Bangor, Me. | 5,000 | 5,000 | WJW | Detroit, Mich. | 5,000 | 5,000 | WVBT | Virginia Beach, Va. | 5,000 | 5,000 | 1180 KC. CLEAR | | | |
| WAGE | Syracuse, N. Y. | 1,000 | 1,000 | 860 KC. CLEAR | | | | WVBT | Virginia Beach, Va. | 5,000 | 5,000 | 1190 KC. CLEAR | | | |
| KGW | Portland, Ore. | 5,000 | 5,000 | WJW | Detroit, Mich. | 5,000 | 5,000 | WVBT | Virginia Beach, Va. | 5,000 | 5,000 | 1200 KC. CLEAR | | | |
| WHJB | Greensburg, Pa. | 250 | | WJW | Detroit, Mich. | 5,000 | 5,000 | WVBT | Virginia Beach, Va. | 5,000 | 5,000 | 1210 KC. CLEAR | | | |
| WKAQ | San Juan, P. R. | 5,000 | 5,000 | WJW | Detroit, Mich. | 5,000 | 5,000 | WVBT | Virginia Beach, Va. | 5,000 | 5,000 | 1220 KC. CLEAR | | | |
| WROL | Knoxville, Tenn. | 1,000 | 500 | WJW | | | | | | | | | | | |



DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 410]

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|--------------------------|-------------------------|--------------------|----------------------|-----------------------------|-----------------------|--------------------|----------------------|--------------------------|---------------------|--------------------|----------------------|--------------------------|--------------------|--------------------|----------------------|
| 1140 KC. CLEAR | | | | 1230 KC. (Continued) | | | | 1250 KC. REGIONAL | | | | 1340 KC. LOCAL | | | |
| KGDM | Stockton, Cal. | 5,000 | 5,000 | WFTC | Kinston, N. C. | 250 | 250 | KTMS | Santa Barbara, Cal. | 1,000 | 1,000 | WFEB | Sylacauga, Ala. | 250 | 250 |
| KSOU | Sioux Falls, S. D. | 5,000 | 15,000 | WCBT | Roanoke Rapids, N. C. | 250 | 250 | WDAE | Tampa, Fla. | 5,000 | 5,000 | KWFC | Hot Springs, Ark. | 250 | 250 |
| WRVA | Richmond, Va. | 50,000 | 50,000 | WCPO | Cincinnati, O. | 250 | 250 | KFKU | Lawrence, Kan. | 5,000 | 1,000 | KFRE | Fresno, Cal. | 250 | 250 |
| 1150 KC. REGIONAL | | | | 1260 KC. REGIONAL | | | | 1270 KC. REGIONAL | | | | 1280 KC. REGIONAL | | | |
| KFSG | Los Angeles | 2,500 | 1,000 | WCOL | Columbus, O. | 250 | 250 | WREN | Lawrence, Kan. | 5,000 | 1,000 | KFOA | Long Beach, Cal. | 1,000 | 1,000 |
| KRDK | Los Angeles | 2,500 | 1,000 | WTOL | Toledo, O. | 250 | 250 | WCAE | Pittsburgh, Pa. | 5,000 | 5,000 | WPRO | Aurora, Ill. | 250 | 250 |
| WDEL | Wilmington, Del. | 5,000 | 5,000 | KADA | Ada, Okla. | 250 | 250 | WTMA | Charleston, S. C. | 1,000 | 1,000 | WBBF | Evansville, Ind. | 5,000 | 1,000 |
| KSAL | Salina, Kan. | 1,000 | 1,000 | WBBZ | Ponca City, Okla. | 250 | 250 | KFGO | Boone, Ia. | 250 | 250 | WDSU | New Orleans, La. | 5,000 | 5,000 |
| WJBO | Baton Rouge, La. | 5,000 | 5,000 | KAST | Astoria, Ore. | 250 | 250 | WBNAC | Boston, Mass. | 5,000 | 5,000 | WTCN | Minneapolis, Minn. | 5,000 | 1,000 |
| WCOP | Boston, Mass. | 500 | 500 | KOOS | Coos Bay, Ore. | 250 | 250 | KGBX | Springfield, Mo. | 5,000 | 5,000 | WBI | Newark, N. J. | 2,500 | 1,000 |
| KSVO | Lawton, Okla. | 250 | 250 | KODL | The Dalles, Ore. | 250 | 100 | KGGM | Albuquerque, N. M. | 1,000 | 1,000 | WVO | New York | 5,000 | 5,000 |
| WKPA | New Kensington, Pa. | 250 | 250 | WCED | Du Bois, Pa. | 250 | 250 | WXYZ | Detroit, Mich. | 5,000 | 5,000 | WKST | New Castle, Pa. | 1,000 | 1,000 |
| WFO | Chatanooga, Tenn. | 5,000 | 1,000 | WKBO | Harrisburg, Pa. | 250 | 250 | KGCU | Mandan, N. D. | 250 | 250 | KIT | Yakima, Wash. | 1,000 | 1,000 |
| WTAW | College Station, Tex. | 1,000 | 1,000 | WKVM | Anderson, S. C. | 250 | 250 | KFJZ | Fort Worth, Tex. | 5,000 | 5,000 | 1290 KC. REGIONAL | | | |
| KRSC | Seattle, Wash. | 1,000 | 1,000 | WOLS | Florence, S. C. | 250 | 250 | 1300 KC. REGIONAL | | | | 1310 KC. REGIONAL | | | |
| WISN | Milwaukee, Wis. | 5,000 | 5,000 | WCAT | Rapid City, S. D. | 100 | 100 | 1320 KC. REGIONAL | | | | 1330 KC. REGIONAL | | | |
| 1160 KC. CLEAR | | | | 1270 KC. CLEAR | | | | 1340 KC. LOCAL | | | | 1350 KC. REGIONAL | | | |
| WJJD | Chicago, Ill. | 20,000L-20,000 | | KFTHT | Houston, Tex. | 250 | 250 | WJBY | Gadsden, Ala. | 250 | 250 | KSRQ | Santa Rosa, Cal. | 1,000 | 1,000 |
| KSL | Salt Lake City, Utah | 50,000 | 50,000 | KRLH | Midland, Tex. | 250 | 250 | WCOV | Montgomery, Ala. | 250 | 250 | KGHF | Pueblo, Colo. | 1,000 | 500 |
| 1170 KC. CLEAR | | | | 1280 KC. CLEAR | | | | 1310 KC. CLEAR | | | | 1360 KC. REGIONAL | | | |
| KVOO | Tulsa, Okla. | 50,000 | 50,000 | KCMC | Texarkana, Tex. | 250 | 250 | WCVB | Worcester, Mass. | 1,000 | 1,000 | KGB | San Diego, Cal. | 1,000 | 1,000 |
| WWVA | Wheeling, W. Va. | 50,000 | 50,000 | KVNU | Logan, Utah | 250 | 250 | WVBC | Chicago | 250 | 250 | WDRB | Hartford, Conn. | 5,000 | 5,000 |
| 1180 KC. CLEAR | | | | 1290 KC. CLEAR | | | | 1320 KC. CLEAR | | | | 1370 KC. REGIONAL | | | |
| WLDS | Jacksonville, Ill. | 250 | 250 | KVLA | Spokane, Wash. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Pensacola, Fla. | 1,000 | 500 |
| WHAM | Rochester, N. Y. | 50,000 | 50,000 | KRIO | Logan, W. Va. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| 1190 KC. CLEAR | | | | 1300 KC. CLEAR | | | | 1330 KC. CLEAR | | | | 1380 KC. REGIONAL | | | |
| WOWO | Ft. Wayne, Ind. | 10,000 | 10,000 | WLOG | Logan, W. Va. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WLJB | New York | 1,000 | L-1,000 | WJAJ | Morgantown, W. Va. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KEX | Portland, Ore. | 5,000 | 5,000 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| 1200 KC. CLEAR | | | | 1310 KC. CLEAR | | | | 1340 KC. CLEAR | | | | 1390 KC. REGIONAL | | | |
| WOAI | San Antonio, Tex. | 50,000 | 50,000 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| 1210 KC. CLEAR | | | | 1320 KC. CLEAR | | | | 1370 KC. CLEAR | | | | 1400 KC. REGIONAL | | | |
| WCAU | Philadelphia, Pa. | 50,000 | 50,000 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| 1220 KC. CLEAR | | | | 1330 KC. CLEAR | | | | 1410 KC. REGIONAL | | | | 1420 KC. REGIONAL | | | |
| WGNY | Newburgh, N. Y. | 1,000 | 1,000 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WGAR | Cleveland, O. | 5,000 | 5,000 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| 1230 KC. LOCAL | | | | 1340 KC. CLEAR | | | | 1430 KC. REGIONAL | | | | 1440 KC. REGIONAL | | | |
| WBHP | Huntsville, Ala. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WMOB | Mobile, Ala. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJRD | Tucson, Ariz. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KSUN | Lowell, Ariz. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KPHO | Phoenix, Ariz. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KBTM | Jonesboro, Ark. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KGHI | Little Rock, Ark. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KXO | El Centro, Cal. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KGJF | Los Angeles | 100 | 100 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KVCV | Redding, Cal. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KVEC | San Luis Obispo, Cal. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KWG | Stockton, Cal. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KGEK | Sterling, Col. | 100 | 100 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WTHT | Hartford, Conn. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WLOF | Orlando, Fla. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WDLW | Panama City, Fla. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJNO | West Palm Beach, Fla. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WRBL | Columbus, Ga. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WBLJ | Dalton, Ga. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WAYX | Waycross, Ga. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KHBC | Hilo, Hawaii | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KFKD | Nampa, Idaho | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJBC | Bloomington, Ill. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJOB | Hammond, Ind. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WBOW | Terre Haute, Ind. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KFBJ | Marshalltown, Ia. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WHLN | Harlan, Ky. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WHOP | Hopkinsville, Ky. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KMLB | Monroe, La. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJBW | New Orleans, La. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJTH | Baltimore, Md. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WBOC | Salisbury, Md. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WESX | Salem, Mass. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJEF | Grand Rapids, Mich. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WMPC | Lapeer, Mich. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WSOO | Sault Ste. Marie, Mich. | 250 | 100 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KGDE | Fergus Falls, Minn. | 250 | 100 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KYSM | Mankato, Minn. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KWNO | Winona, Minn. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WSKB | McComb, Miss. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WJL | St. Louis, Mo. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KHAS | Hastings, Neb. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| KFUN | Las Vegas, N. M. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | 1,000 |
| WENY | Elmira, N. Y. | 250 | 250 | WJAX | Appleton, Wis. | 250 | 250 | WVBC | Chicago | 250 | 250 | KDTH | Dubuque, Ia. | 1,000 | |

LOOKING FORWARD - - - - -

1931—R. M. Wilmotte's first development of interest to broadcasters was the directional antenna for controlling interference now used by nearly all broadcasting stations.

1945—The Wilmotte Laboratory plans to put into use its developments of

....a method for obtaining the efficiency of a high antenna with a short radiator.

....an automatic control of the radiation pattern of each element in the vertical plane, allowing the rapid fading zone to be pushed back

....a system for automatically maintaining the currents in a directional antenna to a fraction of one degree in phase and a fraction of one per cent in amplitude ratio.

*Complete engineering, planning,
designing and
supervision of installation.*



THE WILMOTTE LABORATORY

1469 Church Street, N. W.

Washington 5, D. C.

Telephone: Decatur 1234

RAYMOND M. WILMOTTE, DIRECTOR

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from Page 412)

| Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts | Call Letters | City | Day Power in Watts | Night Power in Watts |
|--------------------------|------------------------|--------------------|----------------------|--------------------------|--------------------------|--------------------|----------------------|-----------------------------------|----------------------|--------------------------|----------------------|--------------------------|----------------------|--------------------|----------------------|
| 1380 KC. REGIONAL | | | | 1410 KC. REGIONAL | | | | 1450 KC. LOCAL—(Continued) | | | | 1490 KC. LOCAL | | | |
| WTSP | St. Petersburg, Fla. | 1,000 | | WALA | Mobile, Ala. | 5,000 | 5,000 | WJMS | Ironwood, Mich. | 250 | 250 | WHBB | Selma, Ala. | 100 | 100 |
| KIDO | Boise, Idaho | 2,500 | 1,000 | KERN | Bakersfield, Cal. | 1,000 | 1,000 | WBMJ | Jackson, Mich. | 250 | 250 | KYCA | Prescott, Ariz. | 250 | 250 |
| KWK | St. Louis, Mo. | 5,000 | 1,000 | WHTD | Hartford, Conn. | 5,000 | 5,000 | WLKA | Ludington, Mich. | 250 | 250 | KFFA | Helena, Ark. | 250 | 250 |
| WAWZ | Zarephath, N. J. | 5,000 | 1,000 | WEGO | Concord, N. C. | 1,000 | | WHLS | Port Huron, Mich. | 250 | 250 | KOTN | Fine Bluff, Ark. | 250 | 250 |
| WBXK | New York | 5,000 | 5,000 | WING | Dayton, O. | 5,000 | 5,000 | KATE | Albert Lea, Minn. | 250 | 250 | KYOS | Merced, Cal. | 250 | 250 |
| KOTA | (CP) Rapid City, S. D. | 5,000 | 5,000 | KQV | Pittsburgh, Pa. | 1,000 | 1,000 | KFAM | St. Cloud, Minn. | 250 | 250 | 1KXOA | Sacramento, Cal. | 250 | 250 |
| KBWD | Brownwood, Tex. | 1,000 | 500 | KBXH | La Crosse, Wis. | 1,000 | 1,000 | WROX | Clarkdale, Miss. | 250 | 250 | KVOE | Santa Ana, Cal. | 250 | 250 |
| KTSM | El Paso, Tex. | 1,000 | 500 | 1420 KC. REGIONAL | | | | WSLI | Jackson, Miss. | 250 | 250 | KDBB | Santa Barbara, Cal. | 250 | 250 |
| WSYB | Rutland, Vt. | 1,000 | 1,000 | WOC | Davenport, Ia. | 5,000 | 5,000 | WBMH | Joplin, Mo. | 250 | 250 | WNLC | New London, Conn. | 250 | 250 |
| WMBG | Richmond, Va. | 5,000 | 5,000 | WQBC | Vicksburg, Miss. | 1,000 | 500 | KRBB | Bosman, Mont. | 250 | 250 | WTMC | Ocala, Fla. | 250 | 250 |
| 1390 KC. REGIONAL | | | | WHK | Cleveland, O. | 5,000 | 5,000 | WHPG | Atlantic City, N. J. | 250 | 250 | WMOG | Brunswick, Ga. | 250 | 100 |
| KGFR | Long Beach, Cal. | 5,000 | 5,000 | WPRP | Ponce, P. R. | 250 | 250 | WHDL | Allegany, N. Y. | 250 | 250 | WMMJ | Cordale, Ga. | 250 | 100 |
| WGES | Chicago, Ill. | 5,000 | 5,000 | WFCI | Pawtucket, R. I. | 1,000 | 1,000 | WKIP | Poughkeepsie, N. Y. | 250 | 250 | WRGA | Rome, Ga. | 250 | 250 |
| WFBL | Syracuse, N. Y. | 5,000 | 5,000 | KABR | Aberdeen, S. D. | 5,000 | 5,000 | WFNC | Fayetteville, N. C. | 250 | 250 | WRLD | West Point, Ga. | 250 | 250 |
| KLPM | Minot, N. D. | 1,000 | 1,000 | WWSR | St. Albans, Vt. | 1,000 | | WGNC | Gastonia, N. C. | 250 | 250 | KTOH | Lihue, Hawaii | 250 | 250 |
| KCRC | Enid, Okla. | 1,000 | 1,000 | KUJ | Walla Walla, Wash. | 1,000 | 1,000 | WHIT | New Bern, N. C. | 250 | 250 | WKRO | Cairo, Ill. | 250 | 250 |
| KSLM | Salem, Ore. | 1,000 | 1,000 | 1430 KC. REGIONAL | | | | WEED | Rocky Mount, N. C. | 250 | 250 | WDAN | Danville, Ill. | 250 | 250 |
| WCSC | Charleston, S. C. | 1,000 | 500 | KARM | Fresno, Cal. | 5,000 | 5,000 | WMOH | Hamilton, O. | 250 | 250 | WMTV | East St. Louis, Ill. | 250 | 250 |
| WTJS | Jackson, Tenn. | 1,000 | 1,000 | KWKW | Pasadena, Cal. | 1,000 | | WFMJ | Youngstown, O. | 250 | 250 | WKBV | Richmond, Ind. | 250 | 250 |
| 1400 KC. LOCAL | | | | WIRE | Indianapolis, Ind. | 5,000 | 5,000 | KGFF | Shawnee, Okla. | 250 | 250 | WHOT | South Bend, Ind. | 250 | 250 |
| WJLD | Bessemer, Ala. | 250 | 250 | WBYN | Brooklyn, N. Y. | 1,000 | 500 | KORE | Eugene, Ore. | 250 | 250 | KBUR | Burlington, Ia. | 250 | 250 |
| WMSL | Decatur, Ala. | 250 | 250 | KTUL | Tulsa, Okla. | 5,000 | 5,000 | 1KFLW | Klamath Falls, Ore. | 250 | 250 | Dubuque, Ia. | 250 | 250 | |
| WAGF | Dothan, Ala. | 250 | 250 | KLO | Ogden, Utah | 5,000 | 5,000 | KLBM | La Grande, Ore. | 250 | 250 | WOMI | Owensboro, Ky. | 250 | 250 |
| WJHO | Opelika, Ala. | 250 | 100 | 1440 KC. REGIONAL | | | | KBPS | Portland, Ore. | 100 | 100 | KPLC | Lake Charles, La. | 250 | 250 |
| KTUC | Tucson, Ariz. | 250 | 250 | WSFA | Montgomery, Ala. | 1,000 | 500 | WLEU | Erie, Pa. | 250 | 250 | WJBK | Detroit, Mich. | 250 | 250 |
| KELD | El Dorado, Ark. | 250 | 250 | KPRO | Riverside, Cal. | 1,000 | 1,000 | WAZL | Hazlet, Pa. | 250 | 250 | WDBC | Escanaba, Mich. | 250 | 250 |
| KFFW | Ft. Smith, Ark. | 250 | 250 | WROK | Rockford, Ill. | 1,000 | 500 | WJPA | Washington, Pa. | 250 | 250 | WKBZ | Muskegon, Mich. | 250 | 250 |
| KRE | Berkeley, Cal. | 250 | 250 | WAAB | Worcester, Mass. | 5,000 | 5,000 | WCBS | Greenwood, S. C. | 250 | 250 | 1WJXN | Jackson, Miss. | 250 | 250 |
| KIUP | Durango, Col. | 250 | 250 | WBCM | Bay City, Mich. | 1,000 | 500 | KRBC | Ablene, Tex. | 250 | 250 | WMSI | Natchez, Miss. | 250 | 250 |
| KOKO | La Junta, Col. | 250 | 250 | KFJM | Grand Forks, N. D. | 1,000 | 500 | KDNB | Beaumont, Tex. | 250 | 250 | WELO | (CP 1240 kc.) | 250 | 250 |
| WSSR | Stamford, Conn. | 250 | 250 | KILO | Grand Forks, N. D. | 1,000 | 500 | KNET | Denton, Tex. | 100 | 100 | KDRO | Sedalia, Mo. | 250 | 250 |
| WMBR | Jacksonville, Fla. | 250 | 250 | KMED | Medford, Ore. | 1,000 | 1,000 | KABC | San Antonio, Tex. | 250 | 250 | KBON | Omaha, Neb. | 250 | 250 |
| 1WNEA | Macon, Ga. | 250 | 250 | KGNC | Amarillo, Tex. | 5,000 | 1,000 | WACO | Waco, Tex. | 250 | 250 | KBGN | Scottsbluff, Neb. | 250 | 250 |
| WMTA | Mountain, Ga. | 250 | 250 | WHIS | Bluefield, W. Va. | 1,000 | 500 | KEUB | Price, Utah | 250 | 250 | WBAB | Atlantic City, N. J. | 250 | 250 |
| KRLA | Lewisville, Idaho | 250 | 250 | 1450 KC. LOCAL | | | | WCHV | Charlottesville, Va. | 250 | 250 | KWEW | Hobbs, N. M. | 100 | 100 |
| WDWS | Champaign, Ill. | 250 | 250 | WHMA | Anniston, Ala. | 250 | 250 | WMVA | Martinsville, Va. | 250 | 250 | WBTA | Batavia, N. Y. | 250 | 250 |
| WGIL | Galesburg, Ill. | 250 | 250 | WLAY | Muscle Shoals City, Ala. | 250 | 250 | WBBL | (CP) Richmond, Va. | 250 | 250 | WKNY | Kingston, N. Y. | 250 | 250 |
| WEOA | Evansville, Ind. | 250 | 250 | KGLU | Safford, Ariz. | 250 | 250 | WHPF | Richmond, Va. | 250 | 250 | WOLF | Syracuse, N. Y. | 250 | 250 |
| WKMO | Kokomo, Ind. | 250 | 250 | KMYC | Marysville, Cal. | 250 | 250 | 1KPNP | Suffolk, Va. | 250 | 250 | WONG | Durham, N. C. | 250 | 250 |
| KVFD | Ft. Dodge, Ia. | 250 | 250 | KFMB | San Diego, Cal. | 250 | 250 | 1KPNP | Port Angeles, Wash. | 250 | 250 | WSTP | Salisbury, N. C. | 250 | 250 |
| KTSW | Emporia, Kan. | 250 | 250 | KSAN | San Francisco | 250 | 250 | WPAR | Parkersburg, W. Va. | 250 | 250 | KOVC | Valley City, N. D. | 250 | 250 |
| KVGB | Great Bend, Kan. | 250 | 250 | KGIW | Alamosa, Col. | 250 | 250 | WFAR | Fond du Lac, Wis. | 250 | 250 | WMRN | Marion, O. | 250 | 250 |
| WGRG | Louisville, Ky. | 250 | 250 | WNAB | Bridgeport, Conn. | 250 | 250 | KFBX | Muskogee, Okla. | 250 | 250 | KBKR | Baker, Ore. | 250 | 250 |
| WRDO | Augusta, Me. | 250 | 250 | WILM | Wilmington, Del. | 250 | 250 | KRNR | Roseburg, Ore. | 250 | 250 | WERG | Erie, Pa. | 250 | 250 |
| WCBM | Baltimore, Md. | 250 | 250 | WWDG | Washington, D. C. | 250 | 250 | WERC | Lawson, Pa. | 250 | 250 | WRRF | Lawton, Pa. | 250 | 250 |
| WHYN | Holyoke, Mass. | 250 | 250 | WMPJ | Daytona Beach, Fla. | 250 | 250 | WWSW | Pittsburgh, Pa. | 250 | 250 | WWSW | Pittsburgh, Pa. | 250 | 250 |
| WLLH | Lowell, Mass. | 250 | 250 | WSPB | Sarasota, Fla. | 250 | 250 | 1WKIX | Columbia, S. C. | 250 | 250 | WMRC | Greenville, S. C. | 250 | 250 |
| WELL | Battle Creek, Mich. | 250 | 250 | WKEU | Albany, Ga. | 250 | 250 | WPOI | Bristol, Tenn. | 250 | 250 | WMOI | Bristol, Tenn. | 250 | 250 |
| WDFD | Calumet, Mich. | 250 | 250 | WRLC | Toccoa, Ga. | 250 | 250 | KNOW | Austin, Tex. | 250 | 250 | KBST | Big Spring, Tex. | 100 | 100 |
| WJLB | Detroit, Mich. | 250 | 250 | WGOV | Valdosta, Ga. | 250 | 250 | KNEI | Cincy, Tex. | 250 | 100 | KEEW | Brownsville, Tex. | 250 | 100 |
| WSAM | Saginaw, Mich. | 250 | 250 | KWAL | Wallace, Ida. | 250 | 250 | KEYS | Corpus Christi, Tex. | 250 | 250 | KSAM | Huntsville, Tex. | 250 | 250 |
| WTCM | Traverse City, Mich. | 250 | 250 | WHFC | Cicero, Ill. | 250 | 250 | KPAB | Laredo, Tex. | 250 | 250 | KPLT | Paris, Tex. | 250 | 250 |
| WMIN | St. Paul, Minn. | 250 | 250 | WCBS | Springfield, Ill. | 250 | 250 | KGKB | Tyler, Tex. | 250 | 250 | KVWC | Vernon, Tex. | 250 | 250 |
| WHLE | Virginia, Minn. | 250 | 250 | WGL | Ft. Wayne, Ind. | 250 | 250 | KVWF | Forth Worth, Va. | 250 | 250 | WSAP | Forth Worth, Va. | 250 | 250 |
| WFOR | Hattiesburg, Miss. | 250 | 250 | WASK | Lafayette, Ind. | 250 | 250 | WGWV | Charleston, W. Va. | 100 | 100 | WGMV | Medford, Wis. | 250 | 250 |
| KFVS | Cape Girardeau, Mo. | 250 | 250 | WAOV | Vincennes, Ind. | 250 | 250 | WOSH | Oshkosh, Wis. | 250 | 250 | 1500 KC. CLEAR | | | |
| KFRU | Columbia, Mo. | 250 | 250 | KTRI | Sioux City, Ia. | 250 | 250 | WTOP | Washington, D. C. | 50,000 | 50,000 | WSTP | St. Paul, Minn. | 50,000 | 50,000 |
| KTTS | Springfield, Mo. | 250 | 250 | KVAK | Atchison, Kan. | 250 | 250 | KSTP | St. Paul, Minn. | 50,000 | 50,000 | 1510 KC. CLEAR | | | |
| KORN | Fremont, Neb. | 250 | 250 | KWBW | Hutchinson, Kan. | 250 | 250 | WMEX | Boston, Mass. | 5,000 | 5,000 | WLBK | Buffalo, N. Y. | 50,000 | 50,000 |
| KGFL | Las Vegas, Nev. | 250 | 250 | WLP | Lexington, Ky. | 250 | 250 | WLAG | Nashville, Tenn. | 50,000 | 50,000 | KOMA | Oklahoma City, Okla. | 5,000 | 5,000 |
| KGFL | Roswell, N. M. | 100 | 100 | WPAD | Paducah, Ky. | 250 | 250 | KGA | Spokane, Wash. | 10,000 | 10,000 | 1520 KC. CLEAR | | | |
| KTNM | Tucumcari, N. M. | 250 | 250 | KNOE | Monroe, La. | 250 | 250 | 1530 KC. CLEAR | | 1530 KC. CLEAR | | KFBK | Sacramento, Cal. | 10,000 | 10,000 |
| WABY | Albany, N. Y. | 250 | 250 | WNOE | New Orleans, La. | 250 | 250 | 1540 KC. CLEAR | | 1540 KC. CLEAR | | WCKY | Cincinnati, O. | 50,000 | 50,000 |
| WBNY | Buffalo, N. Y. | 250 | 250 | WAGM | Presque Isle, Me. | 100 | 100 | 1550 KC. CLEAR | | 1550 KC. CLEAR | | KXEL | Waterloo, Ia. | 50,000 | 50,000 |
| WSLB | Ogdensburg, N. Y. | 250 | 250 | WTBO | Cumberland, Md. | 250 | 250 | 1560 KC. CLEAR | | 1560 KC. CLEAR | | 1560 KC. REGIONAL | | | |
| WCNC | Elizabeth City, N. C. | 250 | 250 | WMAS | Springfield, Mass. | 250 | 250 | 1570 KC. CLEAR | | 1570 KC. CLEAR | | KPMC | Bakersfield, Cal. | 1,000 | 1,000 |
| WGBR | Goldboro, N. C. | 250 | 250 | 1460 KC. REGIONAL | | | | 1580 KC. CLEAR | | 1580 KC. CLEAR | | WQXR | New York | 10,000 | 10,000 |
| WMBF | Wilmington, N. C. | 250 | 250 | KINY | Juneau, Alaska | 5,000 | 5,000 | 1590 KC. CLEAR | | 1590 KC. CLEAR | | 1600 KC. REGIONAL | | | |
| WMAJ | Mansfield, O. | 250 | 250 | KNSO | Des Moines, Ia. | 5,000 | 5,000 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | WBRY | Waterbury, Conn. | 1,000 | 1,000 |
| WPAJ | Portsmouth, O. | 250 | 250 | WOKO | Albany, N. Y. | 1,000 | 500 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | WALB | Albany, Ga. | 1,000 | 1,000 |
| WRRN | Warren, O. | 250 | 250 | WHEC | Rochester, N. Y. | 1,000 | 500 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | WAKR | Akron, O. | 5,000 | 5,000 |
| KWON | Bartlesville, Okla. | 250 | 250 | WBNS | Columbus, O. | 5,000 | 1,000 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| KTOK | Oklahoma City, Okla. | 250 | 250 | WHP | Harrisburg, Pa. | 5,000 | 1,000 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| WEST | Easton, Pa. | 250 | 250 | WMP | Memphis, Tenn. | 1,000 | 500 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| 1WEGB | Harrisburg, Pa. | 250 | 250 | KTYW | Yakima, Wash. | 5,000 | 500 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| WJAC | Johnstown, Pa. | 250 | 250 | 1470 KC. REGIONAL | | | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| WDAS | Philadelphia, Pa. | 250 | 250 | WMBD | Peoria, Ill. | 5,000 | 1,000 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | |
| WARM | Scranton, Pa. | 250 | 250 | WBIG | Greensboro, N. C. | 5,000 | 5,000 | 1600 KC. REGIONAL | | 1600 KC. REGIONAL | | | | | |

TRUSCON STANDARDIZED *offer many advantages*

Truscon has built many of the tallest self-supporting radio towers in the industry. Typical of Truscon achievements in tower design is this self-supporting type erected for Radio Station WKBN, Youngstown, Ohio.

Radio tower construction is restricted for the duration. But Truscon continues its engineering developments, and when our war time obligations are fulfilled we will again be ready to furnish towers to meet the new demands of the radio industry.

TRUSCON STEEL COMPANY,
Subsidiary of Republic

SELF-SUPPORTING TOWERS *to the Radio Industry!*

Installation and Construction Features:
Ideal where limited ground areas and conditions prohibit the use of guy wires.

Most economical. Standardization of sections and production efficiencies make this tower exceptionally low in cost.

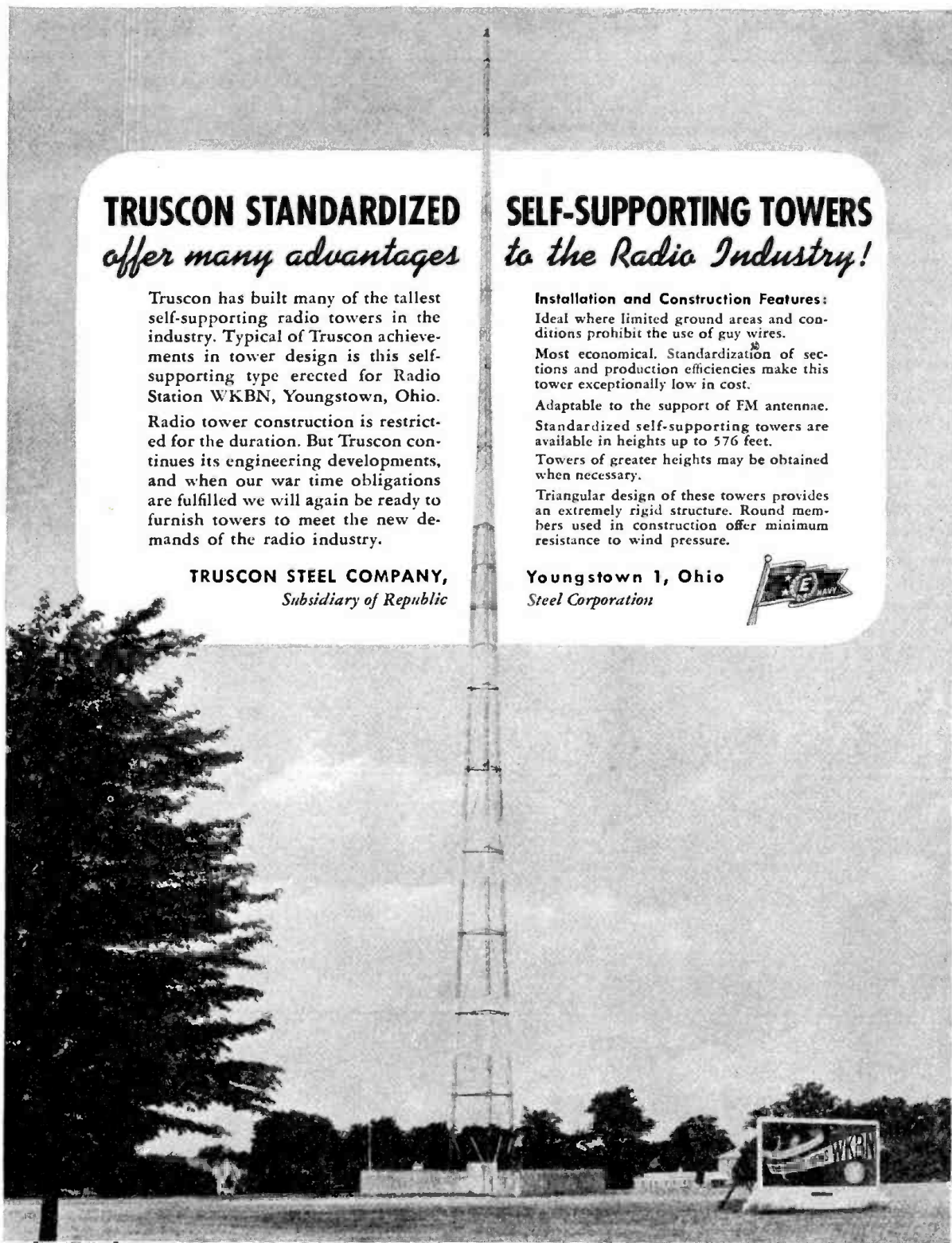
Adaptable to the support of FM antennae.

Standardized self-supporting towers are available in heights up to 576 feet.

Towers of greater heights may be obtained when necessary.

Triangular design of these towers provides an extremely rigid structure. Round members used in construction offer minimum resistance to wind pressure.

Youngstown 1, Ohio
Steel Corporation



TRUSCON Self-Supporting and Uniform Cross Section Guyed **TOWERS**

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1945
 * Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.

| Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts | Call Letters | Location | Power in Watts |
|-----------------------|-----------------------|----------------|-----------------------|------------------------|----------------|------------------------|---------------------------------|----------------|------------------------|---------------------|----------------|------------------------|-----------------------|----------------|
| 540 KILOCYCLES | | | 730 KILOCYCLES | | | 980 KILOCYCLES | | | 1240 KILOCYCLES | | | 1410 KILOCYCLES | | |
| CBK | Watrous, Sask. | 50,000 | CKAC | Montreal, Que. | 5,000 | CKRM | Regina, Sask. | 5,000 | CBH | Halifax, N. S. | 100 | CKMO | Vancouver, B. C. | 100 |
| 550 KILOCYCLES | | | 740 KILOCYCLES | | | 990 KILOCYCLES | | | 1250 KILOCYCLES | | | 1430 KILOCYCLES | | |
| CFNB | Fredericton, N. B. | 5,000 | CBL | Toronto, Ont. | 50,000 | CKV | Quebec, Que. | 1,000 | CKLN | Nelson, B. C. | 250 | CKPR | Prince Rupert, B. C. | 50 |
| 560 KILOCYCLES | | | 790 KILOCYCLES | | | 1010 KILOCYCLES | | | 1260 KILOCYCLES | | | 1450 KILOCYCLES | | |
| CJKL | Kirkland Lake, Ont. | 5,000 | CKSO | Sudbury, Ont. | 1,000 | CKY | Winnipeg, Man. | 15,000 | CJCS | Stratford, Ont. | 50 | CJEM | Edmundston, N. B. | 250 |
| 580 KILOCYCLES | | | 890 KILOCYCLES | | | 1050 KILOCYCLES | | | 1270 KILOCYCLES | | | 1460 KILOCYCLES | | |
| CJFX | Antigonish, N.S. (DA) | 5,000 | CHAB | Moose Jaw, Sask. | 5,000 | CFCN | Calgary, Alta. | 10,000 | CKCH | Hull, Que. | 250 | CFBR | Brockville, Ont. | 100 |
| CKUA | Edmonton, Alta. | 1,000 | CKLW | Windsor, Ont. | 5,000 | CJCB | Toronto, Ont. (DA) | 5,000 | CHLT | Sherbrooke, Que. | 250 | CHLN | Three Rivers, Que. | 250 |
| CKFR | Fort William, Ont. | 5,000 | CHRC | Quebec, Que. (DA) | 5,000 | 1060 KILOCYCLES | | | CKPA | Port Alberni, B. C. | 250 | CHPS | Parry Sound, Ont. | 250 |
| CKFY | Toronto, Ont. (DA) | 5,000 | CFRB | Toronto, Ont. | 10,000 | 1070 KILOCYCLES | | | 1280 KILOCYCLES | | | 1470 KILOCYCLES | | |
| 600 KILOCYCLES | | | 900 KILOCYCLES | | | 1130 KILOCYCLES | | | 1310 KILOCYCLES | | | 1480 KILOCYCLES | | |
| CJOR | Vancouver, B. C. | 5,000 | CJBR | Rimouski, Que. | 5,000 | CBA | Sackville, N. B. | 50,000 | CKCO | Ottawa, Ont. (DA) | 1,000 | CKGB | Timmins, Ont. | 5,000 |
| CKOC | Saskatoon, Sask. | 5,000 | CHML | Hamilton, Ont. (DA) | 5,000 | 1150 KILOCYCLES | | | 1320 KILOCYCLES | | | 1490 KILOCYCLES | | |
| CFCF | Montreal, Que. | 500 | CKBI | Prince Albert, Sask. | 5,000 | CBR | Vancouver, B. C. | 5,000 | CJCH | Halifax, N. S. | 1,000 | CJVI | Victoria, B. C. | 5,000 |
| CFCH | North Bay, Ont. | 3,000 | 910 KILOCYCLES | | | 1220 KILOCYCLES | | | 1340 KILOCYCLES | | | 1500 KILOCYCLES | | |
| 610 KILOCYCLES | | | 920 KILOCYCLES | | | 1230 KILOCYCLES | | | 1350 KILOCYCLES | | | 1550 KILOCYCLES | | |
| CJAT | Trail, B. C. | 5,000 | CBO | Ottawa, Ont. | 1,000 | CFAR | Flin Flon, Man. | 250 | CHAD | Amos, Que. | 250 | CFGP | Grande Prairie, Alta. | 1,000 |
| CHNC | New Carlisle, Que. | 5,000 | CFJC | Kamloops, B. C. | 1,000 | CFPA | Port Arthur, Ont. | 250 | CFCV | Quebec, Que. | 100 | CKPC | Brantford, Ont. | 100 |
| 620 KILOCYCLES | | | 930 KILOCYCLES | | | 1240 KILOCYCLES | | | 1360 KILOCYCLES | | | 1570 KILOCYCLES | | |
| CKCK | Regina, Sask. | 5,000 | CKNX | Wingham, Ont. (DA) | 1,000 | CJCF | Calgary, Alta. | 100 | CJLS | Yarmouth, N. S. | 100 | CKRB | St. Catharines, Ont. | 5,000 |
| 630 KILOCYCLES | | | 940 KILOCYCLES | | | 1250 KILOCYCLES | | | 1370 KILOCYCLES | | | 1580 KILOCYCLES | | |
| CFCY | Charlottetown, P.E.I. | 5,000 | CJCA | Edmonton, Alta. | 5,000 | CHGJ | St. John, N. B. | 5,000 | CHOW | Pembroke, Ont. | 250 | CFPL | London, Ont. (DA) | 5,000 |
| CFCO | Chatham, Ont. | 100 | CBM | Montreal, Que. | 5,000 | CHGB | Ste. Anne de la Pocatiere, Que. | 250 | CKFI | Fort Frances, Ont. | 250 | CBJ | Chicoutimi, Que. | 1,000 |
| CKOV | Kelowna, B. C. | 5,000 | CKNB | Campbellton, N.B. (DA) | 5,000 | CFAR | New Westminster, B.C. | 250 | 1380 KILOCYCLES | | | 1590 KILOCYCLES | | |
| CKRC | Winnipeg, Man. | 5,000 | 960 KILOCYCLES | | | 1260 KILOCYCLES | | | 1390 KILOCYCLES | | | 1600 KILOCYCLES | | |
| 690 KILOCYCLES | | | 950 KILOCYCLES | | | 1270 KILOCYCLES | | | 1400 KILOCYCLES | | | 1650 KILOCYCLES | | |
| CBF | Montreal, Que. | 50,000 | CFAC | Calgary, Alta. | 5,000 | CKNW | New Westminster, B.C. | 250 | CKRN | Rouyn, Que. | 250 | CKTB | St. Catharines, Ont. | 5,000 |
| | | | CHNS | Halifax, N. S. | 1,000 | CKSP | Cornwall, Ont. | 250 | CKCW | Moncton, N. B. | 5,000 | CFPL | London, Ont. (DA) | 5,000 |
| | | | CKWS | Kingston, Ont. (DA) | 5,000 | CKVD | Val d'Or, Que. | 100 | CFOS | Owen Sound, Ont. | 250 | CBJ | Chicoutimi, Que. | 1,000 |
| | | | | | | | | | CFSO | Sorel, Que. | 100 | | | |

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

| | | | | | |
|--------------------------------|---|---------------------------------|-------------------------------|--------------------------------|----------------------------|
| CBK.....Watrous, Sask. | CFJC.....Kamloops, B. C. | CHNC.....New Carlisle, Que. | CJKL.....Kirkland Lake, Ont. | CKLW.....Windsor, Ont. | CKX.....Brandon, Man. |
| CBKAC.....Montreal, Que. | CFNB.....Fredericton, N. B. | CHNS.....Halifax, N. S. | CJLS.....Yarmouth, N. S. | CKMO.....Vancouver, B. C. | CKY.....Winnipeg, Man. |
| CBH.....Halifax, N. S. | CFOS.....Owen Sound, Ont. | CHOV.....Pembroke, Ont. | *CJMH.....Medicine Hat, Alta. | CKNB.....Campbellton, N. B. | |
| CBJ.....Chicoutimi, Que. | CFPA.....Port Arthur, Ont. | CHPS.....Parry Sound, Ont. | CJOC.....Lethbridge, Alta. | CKNW.....New Westminster, B.C. | SHORTWAVE |
| CBK.....Watrous, Sask. | CFPL.....London, Ont. | CHRC.....Quebec, Que. | CJOR.....Vancouver, B. C. | CKNX.....Wingham, Ont. | CBFW.....Montreal, Que. |
| CBK.....Toronto, Ont. | CFPR.....Prince Rupert, B. C. | CHSJ.....St. John, N. B. | CJOR.....Kenora, Ont. | CKOC.....Hamilton, Ont. | CBFX.....Montreal, Que. |
| CBM.....Montreal, Que. | CFQC.....Saskatoon, Sask. | CHUM.....Toronto, Ont. | CJSC.....Sorel, Que. | CKOV.....Kelowna, B. C. | CBFY.....Montreal, Que. |
| CBO.....Ottawa, Ont. | CFRB.....Toronto, Ont. | CHWK.....Chilliwack, B. C. | CJVI.....Victoria, B. C. | CKPA.....Port Alberni, B. C. | CBFZ.....Montreal, Que. |
| CBR.....Vancouver, B. C. | CFRC.....Kingston, Ont. | CJAT.....Trail, B. C. | CKAC.....Montreal, Que. | CKPC.....Brantford, Ont. | CBRX.....Vancouver, B. C. |
| CBV.....Quebec, Que. | CFRN.....Edmonton, Alta. | CJBC.....Toronto, Ont. | CKBI.....Prince Albert, Sask. | CKPR.....Fort William, Ont. | CFCX.....Montreal, Que. |
| CFAB.....Windsor, N. S. | CFRAB.....Moose Jaw, Sask. | CJBR.....Rimouski, Que. | CKCH.....Hull, Que. | CKRC.....Winnipeg, Man. | CJCK.....Sydney, N. S. |
| CFAC.....Calgary, Alta. | CHAD.....Amos, Que. | CJCA.....Edmonton, Alta. | CKCK.....Regina, Sask. | CKRM.....Regina, Sask. | CJCL.....Toronto, Ont. |
| CFAR.....Flin Flon, Man. | CHEX.....Peterborough, Ont. | CJCB.....Sydney, N. S. | CKCO.....Ottawa, Ont. | CKRN.....Rouyn, Que. | CJCM.....Edmundston, N. B. |
| CFBR.....Brockville, Ont. | CHGB.....St. Anne de la Pocatiere, Que. | CJCH.....Halifax, N. S. | CKCB.....Cornwall, Ont. | CKSF.....Cornwall, Ont. | CJCN.....Calgary, Alta. |
| CFCH.....North Bay, Ont. | CHGS.....Summerside, P.E.I. | CJCI.....Calgary, Alta. | CKCV.....Quebec, Que. | CKSO.....Sudbury, Ont. | CHNX.....Halifax, N. S. |
| CFCN.....Calgary, Alta. | CHLN.....Three Rivers, Que. | CJCS.....Stratford, Ont. | CKCW.....Moncton, N. B. | CKTB.....St. Catharines, Ont. | CKFX.....Vancouver, B. C. |
| CFCO.....Chatham, Ont. | CHLP.....Montreal, Que. | CJEM.....Edmundston, N. B. | CKCY.....Toronto, Ont. | CKUA.....Edmonton, Alta. | CKFY.....Toronto, Ont. |
| CFCY.....Charlottetown, P.E.I. | CHLT.....Sherbrooke, Que. | CJFX.....Antigonish, N. S. | CKFI.....Fort Frances, Ont. | CKVD.....Val d'Or, Que. | CFV.....Calgary, Alta. |
| CFGP.....Grande Prairie, Alta. | CHML.....Hamilton, Ont. | CJGX.....Yorkton, Sask. | CKGB.....Timmins, Ont. | CKWS.....Kingston, Ont. | CHNL.....Halifax, N. S. |
| | | CJHC.....Sault Ste. Marie, Ont. | CKLN.....Nelson, B. C. | CKWX.....Vancouver, B. C. | CHNS.....Halifax, N. S. |

Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

... How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY ...



HAZELTINE ELECTRONICS CORPORATION
 EXECUTIVE OFFICES
 1775 BROADWAY
 NEW YORK 10, N. Y.



TELEPHONE
 COLUMBUS 3-0781
 TELETYPE NY 1-2800

September 15, 1944

Mycalex Corporation of America
 30 Rockefeller Plaza
 New York, N. Y.

Attention: Mr. Jerome Taishoff, President
 Gentlemen:

In the development of special apparatus, to be supplied on a Navy contract by Hazeltine Electronics Corporation, it was found necessary to utilize a material with a dielectric constant of 12-15.

We put our problem in the hands of your company.

The cooperation which we received from your organization is to be very highly commended. The special material, which was developed after much experimentation and research on your part, has maintained a constant dielectric all through production.

We have delivered a quantity of these units to the Navy, and we wish to again thank you for the large part you played in making the delivery of these vital equipments possible.

Very truly yours,

J. E. Gray
 J. E. GRAY
 Co-ordinating Eng.



The products of Mycalex Corporation of America are: (a) MYCALEX 400—the most highly perfected form of MYCALEX insulation, approved by Army and Navy as Grade L-4. In sheets, rods and fabricated form. (b) MYCALEX K, an advanced capacitor dielectric with dielectric constant of 10 to 15. (c) Molded MYCALEX, available to specifications in irregular shapes. Write for details.

MYCALEX CORPORATION OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON,
 NEW JERSEY

Executive Offices: 30 ROCKEFELLER PLAZA
 NEW YORK 20, N. Y.

Television Stations Authorized by the FCC

(As of January 1, 1945 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

| GROUP A | | | | | |
|--|---------------------|-------------|---------------------|-------------|---------------------|
| Channel No. | Channel No. | Channel No. | Channel No. | Channel No. | Channel No. |
| 1 | 50,000-56,000 kc. | 3 | 66,000-72,000 kc. | 6 | 96,000-102,000 kc. |
| 2 | 60,000-66,000 kc. | 4 | 78,000-84,000 kc. | 7 | 102,000-108,000 kc. |
| | | 5 | 84,000-90,000 kc. | | |
| GROUP B | | | | | |
| Channel No. | Channel No. | Channel No. | Channel No. | Channel No. | Channel No. |
| 8 | 162,000-168,000 kc. | 12 | 210,000-216,000 kc. | 15 | 258,000-264,000 kc. |
| 9 | 180,000-186,000 kc. | 13 | 230,000-236,000 kc. | 16 | 284,000-270,000 kc. |
| 10 | 186,000-192,000 kc. | 14 | 236,000-242,000 kc. | 17 | 282,000-288,000 kc. |
| 11 | 204,000-210,000 kc. | | | 18 | 288,000-294,000 kc. |
| GROUP C | | | | | |
| Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc. | | | | | |

COMMERCIAL

| Licensee and Location | Call Letters | Channel No. | Effective Signal Radiated |
|--|--------------|-------------|---------------------------|
| Balaban & Katz Corp., Chicago, Ill. | WBKB | 2 | 550 |
| Columbia Broadcasting System Inc., New York City | WCBW | 2 | 1,000 |
| Don Lee Broadcasting System, Hollywood, Cal. | TKTSL | 1 | 5,600 |
| Allen B. DuMont Laboratories, Inc., New York City | WABD | 4 | |
| General Electric Co., Schenectady, N. Y. | WRGB | 3 | 3,100 |
| The Journal Co., Milwaukee, Wis. | WJMT | 3 | 1,200 |
| National Broadcasting Co. Inc., New York City | WNBT | 1 | 1,800 |
| Philco Radio & Television Corp., Philadelphia, Pa. | WPTZ | 3 | 500 |
| Zenith Radio Corp., Chicago, Ill. | WTZR | 1 | 1,270 |

† Under construction.

EXPERIMENTAL

| Licensee and Location | Call Letters | Channel No. | Power in Watts Visual | Power in Watts Aural |
|---|--------------|----------------|-----------------------|----------------------|
| Balaban & Katz Corp., Chicago, Ill. | W9XBK | 2 | 4,000 | 2,000 |
| Balaban & Katz Corp., Chicago, Ill. | W9XPR | Group C | 10 | |
| Columbia Broadcasting System, Inc., New York, N. Y. | W2XCS | Group C | 1,000 | 1,000 |
| The Crosley Corp., Cincinnati, Ohio | W8XCT | 1 | 1,000 | 1,000 |
| Allen B. DuMont Laboratories, Inc., Passaic, N. J. | W2XVT | 4 | 50 | 50 |
| Allen B. DuMont Laboratories, Inc., New York, N. Y. | W2XWV | 4 | 1,000 | 1,000 |
| Allen B. DuMont Laboratories, Inc., Washington, D. C. | W3XWT | 1 | 1,000 | 1,000 |
| Farnsworth Television & Radio Corp., Ft. Wayne, Ind. | W9XFT | To be assigned | 4,000 | 6,000 |
| Intermountain Broadcasting Corp., Salt Lake City, Utah | W6XIS | To be assigned | 400 | 200 |
| Don Lee Broadcasting System, Los Angeles, Cal. | W6XAO | 1 | 1,000 | 150 |
| Metropolitan Television, Inc., New York, N. Y. | W2XMT | 8 | 50 | 50 |
| Philco Radio & Television Corp., Philadelphia, Pa. | W3XE | 3 | 10,000 | 11,000 |
| Purdue University, West Lafayette, Ind. | W9XG | 3 | 750 | 750 |
| Radio Corporation of America, Camden, N. J. | W3XEP | 5 | 30,000 | 30,000 |
| State University of Iowa, Iowa City, Iowa | W9XUI | 1 & 12 | 100 | |
| Wm. B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y. | W2XJT | 13 | 400 | 100 |
| Television Productions, Inc., Los Angeles, Cal. | W6XYZ | 4 | 4,000 | 1,000 |
| Gus Zaharis, South Charleston, W. Va. | W8XGZ | 1 | 200 | 110 |
| Zenith Radio Corp., Chicago, Ill. | W9XZC | To be assigned | 1,000 | 1,000 |
| Zenith Radio Corp., Chicago, Ill. | W9XZV | 1 | 1,000 | 1,000 |

† Under construction.

TELEVISION SERVICES

AMERICAN TELEVISION SOCIETY—2 W. 45th St., New York 19. Telephone: Whitehall 4-4497. Officers: Dan Halpin, president; Raymond Nelson, vice-president; Don McClure, treasurer; Alice Pentlarge, secretary.

CINE-TELEVISION STUDIOS—100 E. 42nd St., New York 17. Telephone: Murray Hill 5-2874. Fred H. Fidler, managing partner. (Television films.)

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York 22. Telephone: Wickersham 2-2000. Television executives: Gilbert Seldes, director of television programs; Dr. Peter C. Goldmark, director, engineering research and development dept.; Worthington Miner, manager of television dept.

DON LEE BROADCASTING SYSTEM—3800 Mount Lee Drive, Hollywood 28, Cal. Telephone: Hollywood 8255. Harry R. Lubcke, director of television; W6XAO (experimental station and research).

ALLEN B. DU MONT LABORATORIES, Inc.—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Paul Ware, general production manager; Bruce T. Du Mont, general supt.; Thomas T. Goldsmith Jr., director of research; P. S. Christaldi, chief engineer. (Manufacturers of electronic and television apparatus.)

FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St., Fort Wayne 1, Ind. Telephone: Anthony 5301. E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; E. H. Vogel, vice-president in charge of sales.

GENERAL ELECTRIC Co. (radio, television & electronics department)—1 River Road, Schenectady, N. Y. Telephone: 4-2211. Dr. W. R. G. Baker, vice-president.

GENERAL TELEVISION CORP.—70 Brookline Ave., Boston. Telephone: Commonwealth 6410. Thompson L. Guernsey, president. (Television studio production facilities.)

MIDLAND RADIO AND TELEVISION SCHOOLS, Inc.—Power & Light Bldg., Kansas City 6. Telephone: Harrison 5852. Officials: G. L. Taylor, president; C. L. Foster, vice-

president; Arthur B. Church, KMBC, treasurer; D. G. Warrick, secretary. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New York 20. Telephone: Circle 7-8300. Officials Assigned to Television: John F. Royal, vice-president in charge of Television; O. B. Hanson, vice-president and chief engineer.

PHILCO RADIO & TELEVISION Corp.—Tioga & C Streets, Philadelphia 34, Pa. Telephone: Nebraska 5100. Chief Television Engineer, F. J. Bingley; Program Director, Paul Knight. (Experimental Station W3XE; commercial station WPTZ.)

RADIO & TELEVISION SERVICE CO. (Ray-Tele)—404 Fifth Ave., New York. Allen Kaye-Martin, proprietor. (Radio and television production service.)

RADIO CORP OF AMERICA (RCA Victor Division) — Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Receiving and transmitting television equipment.

TELEVISION ASSOCIATES, Inc.—190 N. State St., Chicago. Telephone: Franklin 5025.

TELEVISION ENTERPRISES Inc.—9130 Sunset Blvd., Hollywood 46, Cal. Telephone: Crestview 6-8241. John W. Swallow, president; Louise E. Wolf, office manager. (Animated commercial films for television.)

TELEVISION PRODUCTIONS Inc.—5451 Marathon St., Hollywood 38. Telephone: Hollywood 2411. Officers: Paul Raibourn, president; Y. Frank Freeman, vice-president; Bernard Goodwin, vice-president; Klaus Landsberg, director of television and station manager.

UNITED ARTIST BUREAU—1164 Sixth Ave., Des Moines 14. Telephone: 4-5553. R. B. Eaton, manager. (Experimental television.)

UNITED STATES TELEVISION MFG. Corp.—106 Seventh Ave., New York. Telephone: Chelsea 2-3966. Officials: John Hoge, president. (Television receiver and electronic radio apparatus manufacture.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago 39. Telephone: Berkshire 7500. Officials: E. F. McDonald Jr., president; Hugh Robertson, executive vice-president; G. E. Gustafson, vice-president in charge engineering; Henry C. Bonfig, vice-president in charge of Household radio sales division; J. J. Nance, vice-president and director of sales.

Non-Commercial Educational FM Broadcast Stations

(Authorized Under FCC Rules 4.131-4.137)

† Under Construction.

| Call Letters | Licensee and Location | Frequency in Kc. | Power in Watts |
|--------------|---|------------------|----------------|
| KALW | Board of Education of the San Francisco Unified District, San Francisco, Cal. | 42.100 | 1,000 |
| †KSUI | The State University of Iowa, Iowa City, Iowa | 42.700 | 1,000 |
| †KUSC | University of Southern California, Los Angeles, Cal. | 42.900 | 1,000 |
| †WATX | The Regents of University of Michigan, Ann Arbor, Mich. | 42.100 | 50,000 |
| WBEZ | Board of Education, City of Chicago, Chicago, Ill. | 42.500 | 1,000 |
| †WBKY | University of Kentucky, Beattyville, Ky. | 42.900 | 500 |
| WBOE | Cleveland City Board of Education, Cleveland, O. | 42.500 | 1,000 |
| †WCAH | Board of Education, City of Buffalo, Buffalo, N. Y. | 42.900 | 1,000 |
| WIUC | University of Illinois, Urbana, Ill. | 42.900 | 250 |
| WNVE | Board of Education, City of New York, Brooklyn, N. Y. | 42.100 | 1,000 |

TELEVISION

Quiz



FOR PROSPECTIVE STATION OWNERS

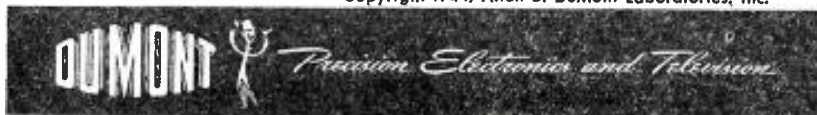
1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first *clear* pictures... and made television commercially possible?
2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?
3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?
4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?
5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?
6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?
7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques... and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?
8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?
9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness... and in installation and operating economies?



The one-word answer to all these questions is: **DUMONT**

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.

(Corrected to January 1, 1945)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRG-FM, HARTFORD—Licensed to WDRG, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD—Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Paul W. Morency, general manager; Leonard J. Patricelli, program manager.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLN, CHICAGO—Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, manager; Wendell P. Loveless, director; Robert Parsons, ass't. director; A. P. Frye, chief engineer.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Personnel: Richard W. Hoffman, president; George M. Ives, chief engineer.

WGNB, CHICAGO—Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president; Edgar Herrmann, manager.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. Frequency: 44.9 mc. Personnel: J. B. Conley, manager; Eldon Campbell, program manager; Bruce Ratts, chief engineer.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swints, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 3,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON—Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD—Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—Licensed to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLou, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Hugh M. Gray, manager; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KMBC-FM, KANSAS CITY—Licensed to Midland Broadcasting Co. Frequency: 46.5 mc. Personnel: Arthur B. Church, president.

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, chief owner; Robert F. Wolfskill, general manager; O. R. Wright, commercial manager; Elizabeth Whitehead, stn. director; Milton Woodward, chief engineer.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

WNBFFM, BINGHAMTON—Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: C. D. Mastin, general manager; E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, general manager.

WABE, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc. Personnel: L. J. Thompson, manager; Theodore B. Grenier, chief engineer.

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Personnel: Theodore C. Streibert, manager.

WEAF-FM, NEW YORK—Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menser, vice-president in charge of programs; Ernest LaPrade, program director; O. B. Hanson, vice-president and chief engineer; Robert Shelby, development engineer; T. J. Buzalski, FM station engineer.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8,500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3,900 sq. mi. Personnel: M. S. Novik, director; Bertrand Arnou, engineer in charge.

WQNX, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQNR). Frequency: 45.9 mc. Personnel: Arthur Hays Sulzberger, chairman of the board; John V. L. Hogan, president; Nicholas Roosevelt, vice-president; Elliott M. Sanger, exc. vice-president; Hugh K. Boice, vice-president in charge of sales; Russell D. Valentine, chief engineer.

WHIEF, ROCHESTER—Licensed to WHIEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. J. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3,200 sq. mi. Personnel: William Fay, director; Kenneth J. Gardner, technical supervisor.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFN, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM—Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, transmitter engineer; Phil Hedrick, studio engineer.

OHIO

WELD, COLUMBUS—Licensed to WRNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

KYW-FM, PHILADELPHIA—Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Harvey McCall, sales manager; Wm. Y. E. Rambo, adv. and sales promotion manager.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9,300 sq. mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9,300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA—Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: James M. Tisdale, director.

WLBG, PHILADELPHIA—CP issued to Senbard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Arthur Simon, general manager; Lew London, ass't. director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH—Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE

WSM-FM, NASHVILLE—Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station manager; R. G. Winnie, ass't. manager; D. W. Gellerup, chief technical supervisor (on leave); Philip Laeser, FM-Television engineering

WDUL, SUPERIOR—Licensed to Head of The Lakes Broadcasting Co. (WEBC). Frequency: 44.5 mc. Personnel: C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. B. Persons, chief engineer.

“did you say FM OLDTIMER?”



Yes, K-O-Z-Y is an FM Oldtimer, backed by three years of uninterrupted EXCLUSIVE FM Service to the Heart of the Middle West. Prewar FM Pioneer and Pacemaker in the Kansas City Area, KOZY today still “sticks to its story” of EXCLUSIVE FM PROGRAMMING FOR EXCLUSIVE FM LISTENING! That’s why listeners in Kansas City who insist on Tomorrow’s Voice Today still bank on K-O-Z-Y. That’s why Kansas City is a KOZY Market!

If you want time-tested FIRST CONTACT with Kansas City FM Families, today and tomorrow . . . if you want Prewar Performance, plus Postwar Perspective . . . if you want an OLD HAND at a New Medium, you should join KOZY’s EXCLUSIVE Circle. Do you have a copy of Rate Card 3?

“Pioneer FM Station in the Kansas City Area”

ELIZABETH WHITEHEAD
Station Director



EVERETT L. DILLARD
General Manager

PORTER BUILDING ● KANSAS CITY, MISSOURI

SOUTH AND CENTRAL AMERICAN BROADCASTING STATIONS

Including Stations of West Indies. Data from Latest Available Sources, Supplied by International Division of the Federal Communications Commission and the Co-ordinator of Inter-American Affairs.

BRITISH HONDURAS

[Receiving Sets, 1,350.]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------|--------------|----------------------|-------------------------|--------------------|
| Belize | ZIK-2 | Government | 10600 | 0.2 |

COSTA RICA

[Receiving Sets, 25,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------------|--------------|---|-------------------------|--------------------|
| Alajuela | TIJJM-5 | Ecoc del Posa (Emilio E. Martinez) | 575 | 0.8 |
| Cartago | TIMC | Radio Caribe (J. Mario Cardos M.) | 735 | 0.7 |
| Heredia (Heredia) | T14NRH | La Voz del Comercio (Amando Cespedes Marin) | 725 | 0.75 |
| Puntarenas (Puntarenas) | TIWS | Ecoc del Pacifico (Manuel Campos J.) | 900 | 0.35 |
| San Jose | TILJ | Radio San Jose (Lola Monje M. de Jimenez) | 775 | 3.0 |
| " | TI-MACHO | Estafeta Comercial (Maximo Chaves Arias) | 1100 | 1.0 |
| " | TIOS | Radio Titania (Rafael Sotela) | 940 | 2.0 |
| " | TILS | Para Ti (Luis Saenz Mata) | 380 | 5.0 |
| " | TIGPH | Alma Tica (Gonzalo Pinto H.) | 605 | 6.5 |
| " | TIGPH2 | Nueva Alma Tica (Gonzalo Pinto H.) | 800 | 8.0 |
| " | TIGPH3 | Radio Tibas (Gonzalo Pinto H.) | 650 | 10.0 |
| " | TIRH | Radio El Mundo (Rafael Hine Chavarria) | 970 | 1.0 |
| " | TIJMP | Radio America Latina (Jose Maria Pinaud) | 690 | 2.5 |
| " | TIPG | La Voz de la Victor (Perry Girtton) | 625 | 5.0 |
| " | TIFA | La Voz de Italia (Francisco Arie) | 1000 | 0.25 |
| " | TINBC | La Voz de la Democracia (Perry Girtton) | 1070 | 5.0 |
| " | TICQ | La Voz del Continente (Narciso Garcia) | 750 | 0.5 |
| " | TIEP | La Voz del Tropico (Eduardo Pinto H.) | 830 | 3.0 |
| " | TIRS | Radio Athenea (Rogelio Sotela B.) | 925 | 1.0 |
| " | TIHZ | Radio Universal (Heli Zuniga) | 1150 | 1.0 |
| " | TIRCC | Accion Catolica (Carlos Borge) | 1200 | 0.5 |
| San Juan de Tibas | TIBAS | Estacion Tibas (Gonzalo Pinto H.) | 650 | 8.0 |

CUBA

[Receiving Sets, 250,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------------|--------------|---|-------------------------|--------------------|
| Bayamo, Orte | CMKX | Oscar Vidal Benitez | 1390 | 0.25 |
| Caibarien | CMHD | Manuel Alvarez | 1560 | 0.25 |
| Camaguey | CMJL | Cirquito CMQ (Cambo y Gabriel S. A.) | 920 | 10.0 |
| " | CMJN | Radio Habana Cuba Cadena Azul, S. A. | 740 | 1.0 |
| " | COJK | Jones, Castrillon y Cia. | 8663 | 1.0 |
| " | CMJK | Jones, Castrillon y Cia. | 1160 | 0.25 |
| " | CMJA | Rafael Valdes Jimenez | 1060 | 0.25 |
| " | CMJE | Primo Alonso Casares | 1230 | 0.25 |
| " | CMJF | Gerrudis de la Cruz Perez | 1300 | 0.25 |
| " | CMJW | Andres Moran Cisneros | 1440 | 0.25 |
| " | CMJC | Fernando Terron Bolanos | 1340 | 0.25 |
| Camajuani (Santa Clara) | CMHO | Enrique Lazanta. Oliver | 1250 | 0.25 |
| Cardenas, Mtzas | CMGE | Genaro Sabater | 1470 | 0.25 |
| Ciego de Avila | CMJH | Luis Masauri Mendoza | 1370 | 0.25 |
| " | CMJI | Ciego de Avila (Isidro Castellanos Perez) | 1400 | 0.25 |
| " | CMJM | Radio Habana Cuba Cadena Azul, S.A. | 1270 | 1.0 |
| " | CMJO | Bonifacio Hdefonso | 1470 | 0.25 |
| Cienfuegos, L. V. | CMHM | Jose Ramon Femenias, Jr. | 1450 | 0.25 |
| " | CMHJ | Romualdo Ugalde y Cordero | 1350 | 0.25 |
| Cruces, L. V. | CMHK | Virgilia Villanueva | 1380 | 0.25 |
| Guanajay, P. del Rio | CMAC | Jose Manuel Alvarez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo | 1370 | 0.1 |

CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------------------------|--------------|---|---|-----------------------|
| Guantanamo, Orte | CMKS | Candido Savon Suarez | 900 | 0.25 |
| " | CMKH | Virgilio Arciero Maffei | 1130 | 0.25 |
| Guines | CM9RT | Raul Torres Pabdal | 1610 | 0.25 |
| Guanabacoa (Habana) | COCH | Radio O'Shea (Radio Internacional) | 9437 | 1.0 |
| " | CMBH | Radio Reloj (Vicente Espinosa) | 1540 | 5.0 |
| " | CMCF | Radio O'Shea (Radio Internacional) | 910 | 5.0 |
| Habana | COCQ-1 | Cirquito CMQ (Cambo Y Gabriel S. A.) | 8833 | 5.0 |
| " | COBZ | Radio Salas (Manuel y Guillermo Salas) | 9030 | 1.0 |
| " | CMA5 | Cuba Transatlantic Radio Corporation | 5780 6790 8630 11560 15505 17260 | 1.0 0.15 |
| " | CMCJ | Rafael Rodriguez | 1580 | 0.25 |
| " | CMCR | La Voz del Caribe (Juan Gonzalez y Seneriz) | 1580 | 0.25 |
| " | CMCA | (Augusto Testar y J. M. Gonzales) | 1490 | 0.25 |
| " | CMCG | La Onda S. A. (Dr. Miguel Angel Campos) | 1460 | 0.25 |
| " | CMCQ | (Andrea Martinez) | 760 | 0.25 |
| " | CMBX | Radio Talleres Alvarez (Vicente Espinosa, Julio C. Traviaso) | 1390 | 0.25 |
| " | CMK | (Fausto Montiel) | 830 | 0.25 |
| " | CMQ | Cirquito "CMQ" (Cambo y Gabriel S. A.) | 690 | 25.0-D 15.0-N |
| " | CMCY | Radio Habana Cuba, Cadena Azul, S. A. | 590 | 15.0 |
| " | CMW | Cadena Rosa Voz de Las Antillas (Adolfo Gil y Miguel Troncoso) | 550 | 2.5 |
| " | COCX | (Francisco A. Lavin) | 11650 | 1.0 |
| " | COCW | Ciudad de la Habana (Adolfo Gil y Miguel Troncoso) (Under Construction) | 21740 6322 | 1.0 |
| " | COBL | Cia. Transradio Columbia, S. A. | 9833 | 1.0 |
| " | COCY | Radio Habana Cuba Cadena Azul, S. A. | 11740 21620 | 0.1 |
| " | COBQ | Andrea Martinez | 9235 9540 | 0.1 |
| " | COF | Guartel de Bomberos Ministerio de Defensa Publicas | 7255 | 0.1 |
| " | COK | Cuban National Sports Dept. | 11616 | 1.0 |
| Cerro (Habana) | CMCB | Radio Cadena Informativa (Metropolitan Radio de Cuba, S. A.) | 1390 | 0.25 |
| Habana | CMOA | Juan Fernandez Duran | 1360 | 0.25 |
| " | CMC | Rafael Valdes | 1360 | 0.25 |
| " | CMBG | Voz de Oro (John L. Stowers) | 1390 | 0.25 |
| " | CMCX | Radio Popular (Jose Custodio Milagro Rumbaut y Lanza) | 1290 | 0.25 |
| " | CMCW | Jose Vilarino | 1230 | 0.25 |
| " | CMCU | Jorge Garcia Serra | 1190 | 0.25 |
| " | CMBY | Casa de Las Medias (Pages y Cia.) | 1110 | 0.25 |
| " | CMX | Francisco A. Lavin | 1010 | 10.0 |
| " | CMBZ | Radio Salas (Manuel y Guillermo Salas) | 950 | 5.0-D 1.0-D 1.0 |
| Holguin | CMKJ | Cirquito "CMQ" (Cambo y Gabriel, S. A.) | 970 | 1.0 |
| " | CMKV | Radio Habana Cuba, Cadena Azul, S. A. | 600 | 1.0 |
| " | CMKF | Manuel J. de Gongara | 1490 | 0.25 |
| " | CMKO | Manuel Angulo Farran | 1220 | 0.25 |
| " | CMKG | Emilio Grau Medina | 1050 | 0.25 |
| Jovellanos, (Matanzas) | CMGN | Radio Habana Cuba, Cadena Azul, S. A. | 1310 | 1.0 |
| Manzanillo, Orte. | CMKE | Cia Radio Emisor Manzanillo, S. A. | 1320 | 0.25 |
| " | CMKM | Raimundo Comas Solar, Merchan y P. Giguere | 560 | 0.25 |
| Marianao (Habana) | CMZ-1 | La Voz de Democracia (Government-Ministry of Nat'l Defense) | 660 | 0.25 |
| " | CMBF | Radio Universal (Compania Radio Universal, S. A.) | 730 | 5.0 |
| " | CMZ | Ministry of Education | 1260 | 5.0 |
| " | COX | Ministry of Education | 9640 | 5.0 |
| Matanzas, Cuba | COGF | Bernabe R. de la Torre | 11800 | 1.0 |
| " | CMGH | Garcia Alvarez & Heira | 1440 | 1.0 |
| " | CMGF | Bernabe R. de la Torre | 1240 | 0.25 |
| Nuevitas, Cam. Orte. | CMJQ | Manuel Puig Martinez | 1580 | 0.25 |
| Palma Soriano, Orte. | CMKZ | Joaquin Venero Obregon | 1430 | 0.25 |
| Pinar del Rio | CMAB | Francisco Martinez P. R. | 1450 | 0.25 |
| " | CMAQ | Cirquito "CMQ" (Cambo y Gabriel, S. A.) | 810 | 1.0 |
| " | CMAN | Radio Habana Cuba Cadena Azul, S. A. | 1300 | 1.0 |
| Piacetas, L. V. | CMHP | Candido de Los Angeles, Guevara Perdomo | 1320 | 0.25 |
| Puentes Grandes (Habana) | CMBQ | Amletto Battisti | 1150 | 1.0-D 5.0-N |
| " | CMBF | | 730 | 5.0 |
| Puerto Padre, Orte. | CMKY | Pedro Zacca Cheda | 1350 | 0.1 |
| Rancho Boyeros (Habana) | COBC | Radio Progreso (Domingo Fernandez Cruz) | 9363 | 1.0 |
| " | CMBC | Radio Progreso (Domingo Fernandez Cruz) | 790 | 5.0-D 1.0-N |
| Regia (Habana) | CMCD | La Voz Del Aire, S. A. | 630 | 12.0 |
| " | COCB | La Voz Del Aire, S. A. | 6130 | 1.0 |

(Continued on page 424)

How can YOU sell Cuba?

RHC OWNS AND OPERATES THESE STATIONS

LONG WAVE

| | | | | | |
|------------------|------|-------|-------|------|-----|
| Habana | CMCY | 20000 | Watts | 590 | KCS |
| Pinar del Rio | CMAN | 1000 | " | 1300 | " |
| Santa Clara | CMHI | 15000 | " | 570 | " |
| Camaguey | CMJN | 1000 | " | 740 | " |
| Holguin | CMKV | 2000 | " | 600 | " |
| Santiago de Cuba | CMKN | 2000 | " | 930 | " |

SHORT WAVE

| | | | | | | |
|-------------|------|------|-------|-------|------|-------|
| Habana | COCY | 5000 | Watts | 11740 | KCS. | 25 m. |
| Santa Clara | COHI | 5000 | " | 6450 | " | 49 m. |



RHC Cadena Azul

AFFILIATED WITH CBS

HUMBERTO D. GONZALEZ, U. S. REP. • 220 W. 42ND ST., NEW YORK CITY

CUBA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---|--------------|---|---|--------------------|
| Reperto Rancho Bcyeros (Habana) | CMCK | Luis Casas Rodriguez, Ernesto Casas Rodriguez | 980 | 5.0 |
| " | COCO | Luis Casas Rodriguez, Ernesto Casas Rodriguez | 8700 | 5.0 |
| Reperto Vedado (Habana) | CMBD | Luis Perez Garcia | 1460 | 5.0 0.25 |
| " | CMOX | Perez y Chisholm | 1490 | 1.0 |
| Roselea Abreu | CMBL | Radio Cadena Suaritos (Radio Cadena Suaritos, S. A.) (Laureano Suarez Valdes) | 860 | 5.0 |
| Sagua La Grande, S. C. | CMHA | Abelardo Menocal | 1280 | 0.25 |
| San Luis, Oriente | CMKQ | Angela Viciado Quintero | 1460 | 0.5 |
| Sancii Spiritus | CMHB | V. E. Weias y O. Ramirez Isla | 1410 | 0.25 |
| Santiago de Cuba | CMKN | Radio Habana Cuba Cadena Azul, S. A. | 930 | 1.0 |
| " | CMKU | Cambo y Gabriel | 760 | 1.0 |
| " | CMKW | Ricardo Miranda Cortes y Raul Soulayr Echevarria | 1000 | 1.0 |
| " | CMKC | Roberto Miguel Gonzalez | 1250 | 0.25 |
| " | CMKR | Jaime Nadal | 1090 | 0.25 |
| " | COKG | Emilio Grau Medina | 8942 | 1.2 |
| " | CML5 | Cuba Transatlantic Radio Corp. | 15505 6780 8630 6790 11560 17260 | 0.15 |
| " | CMKD | Otto Juan Vinas Gimeno | 1290 | 1.0 |
| Santiago de las Vegas, (Habana) | CMBA | Juan de Dios Carreno y Valdes | 1420 | 0.25 |
| Santa Clara (Las Villas) | CMHQ | Cirquito "CMQ" (Cambo y Gabriel) | 800 | 10.0 |
| " | CMHI | Radio Habana Cuba, Cadena Azul, S. A. | 570 | 15.0 |
| " | CMHN | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| " | CMHX | (Francisco Chavarrey Fuster) | 1480 | 0.25 |
| " | COHI | Radio Habana Cuba, Cadena Azul, S. A. | 11765 6455 | 5.0 |
| " | CMBM | Jose Ramon Femenias, Jr. | 1450 | 0.25 |
| C. de Manicaragua, Santa Clara (Las Villas) | CMHW | Radio Habana Cuba, Cadena Azul, S. A. | 960 | 1.0 |
| Trinidad, L. V. | CMHT | F. E. Soto del Valle | 990 | 0.25 |
| Vedado (Habana) | CMOY | | | 0.25 |
| " | CMCO | Enrique Lasanta Oliver. Lessee-Carlos M. Sanchez | 1230 | 0.25 |
| " | CMBS | Enrique Artalejo Fernandez | 1090 | 1.0 |
| " | CMCM | Ron Merino (Compania Transradio Columbia, S. A.) | 1060 | 0.25 |

GUATEMALA

[Receiving Sets, 40,000. Set Tax, \$3.00 per Year]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|--------------|-------------------------|--|--------------------|
| Guatemala City | TG1 | Radio Morse | 1310 | 0.25 |
| " | TG2 | (Guatemalan Government) | 6220 | 1.0 |
| " | TG3 | | 2320 | 0.5 |
| " | TGW | La Voz de Guatemala | 1520 | 5.0 |
| " | TGWA | (Guatemalan Government) | 3450 9685 11760 15170 17800 21680 26070 26520 6450 | 10.0 |
| " | TGWB | | 6490 | 1.0 |
| " | TGWC | | 1520 | 10.0 |
| " | TGX | El Liberal Progresista | 1400 | 0.1 |
| " | TGX1 | | 6130 | |
| Quezaltenango | TGQ | Radio Nacional | 1450 | 0.5 |
| " | TGQA | (Guatemalan Government) | 6400 | 1.0 |

DOMINICAN REPUBLIC

[Receiving Sets, 13,000. Set Tax, 50 Cents Yearly]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|--|-------------------------|--------------------|
| Ciudad Trujillo | HIZ | Frank Hatton | 1350 | 0.1 |
| " | HI1Z | | 6312 | 0.25 |
| " | HIN | Partido Dominicano | 1090 | 0.15 |
| " | HI1N | | 6246 | 0.7 |
| " | HIX | Dominican Government | 950 | 0.2 |
| " | HI1X | | 6342 | 0.25 |
| " | HI3X | | 1180 | 0.25 |
| " | HI1G | Andres Cordero P. | 6124 | 0.1 |
| " | HI2G | | 9290 | 0.1 |
| " | HIT | El Hit del aire (F. A. Sanabia) | 6630 | 0.1 |
| " | HIL | Joaquin C. Fellice | 6187 | 0.06 |
| " | HI6H | La Voz del Pueblo (Emilio Garden, Jr.) | 6115 | 0.1 |
| " | HIH | Domingo Dominguez | 1420 | 0.25 |
| Monsignor Nouel (La Vega) | HI2T | Jose Arismendy Trujillo | 6480 | 0.2 |
| Puerto Plata | HI9T | Broadcasting Tropical | 6170 | 0.1 |
| " | HI9U | (Luis A. Pelegrin) | 1010 | 0.1 |
| Romana (La Seybo) | HI3C | La Voz Del Papayayo (Antonio Herrero) | 6660 | 0.03 |

DOMINICAN REPUBLIC—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------|--------------|--|-------------------------|--------------------|
| San Cristobal | HIIR | La Voz de Fundacion (Luis Alberty) | 6420 | 0.2 |
| San Pedro de Macoris | HIH | Domingo Dominguez | 1420 | 0.25 |
| " | HI1J | Fausto M. Donastorg | 6025 | 0.1 |
| Santiago | HI1A | La Voz del Yaque (Rafael Western) | 6182 | 0.75 |
| " | HI3U | La Voz del Comercio (Fernando Bertran) | 6015 | 0.1 |
| " | HI9B | Broadcasting Hotel Mercedes (Jacinto L. Sanchez) | 6383 | 0.2 |
| " | HI1S | Generoso Sarhelli | 6420 | 0.2 |
| " | HI1L | La Voz del Diario (Maria J. Tavares) | 6480 | 0.1 |

HAITI

[Receiving Sets, 5,000. Set Tax, 20c per Tube]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|--------------|------------------------------------|-------------------------|--------------------|
| Port-au-Prince | HHW | C. Ricardo Widmaier, Jr. | 1300 | 0.5 |
| " | HH3W | | 10100 | 0.75 |
| " | HH2S | Soclete Haitienne de Radiodifusion | 7500 | 0.8 |
| " | | | 5940 | |
| " | HHEM | Frank C. Magliore | 9660 | 1.0 |
| " | HHCA | | 4600 | |
| " | | | 9200 (Not used) | |
| " | HHCM | | 6122 | 1.0 |
| " | HHJM | | 1478 | 1.0 |

EL SALVADOR

[Receiving Sets, 11,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|---|-------------------------|--------------------|
| El Salvador (San Salvador) | YSO | Membreno Nussen | 870 | |
| " | YSN | | 7270 | |
| San Salvador | YSR | Succion Cevallos (Alberto Cevallos) | 990 | 2.0 |
| " | YSS | "Alma Cuscatoca" (Government of El Salvador) | 6226 | |
| " | | | 638 | 0.5 |
| " | HUB | | 4780 | 0.4 |
| " | YSD | | 7894 | |
| " | YSP1 | Escalante Rubio | 780 | 0.5 |
| " | YSP | La Voz de Cuscatlan (Fernando Albayeros-Sosa) | 760 | |
| " | YSPB | | 6150 | |
| " | YSPA | | 9575 | |
| " | YSY | Consul of Paraguay | 1100 | 0.25 |
| " | | | 7225 | |

HONDURAS

[Receiving Sets, 11,800. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------------|--------------|--|-------------------------|--------------------|
| Ceiba (La) (Atlantida) | HRD2 | La Voz de Atlantida (Ing. M. R. Moncada) | 6235 | 0.25 |
| San Pedro Sula (Cortes) | HRP1 | El Eco de Honduras (Filiberto Diaz Zelaya) | 6351 | 0.2 |
| Tegucigalpa | HRN | La Voz de Honduras (Rafael Ferrari) | 5875 | 0.2 |

MEXICO

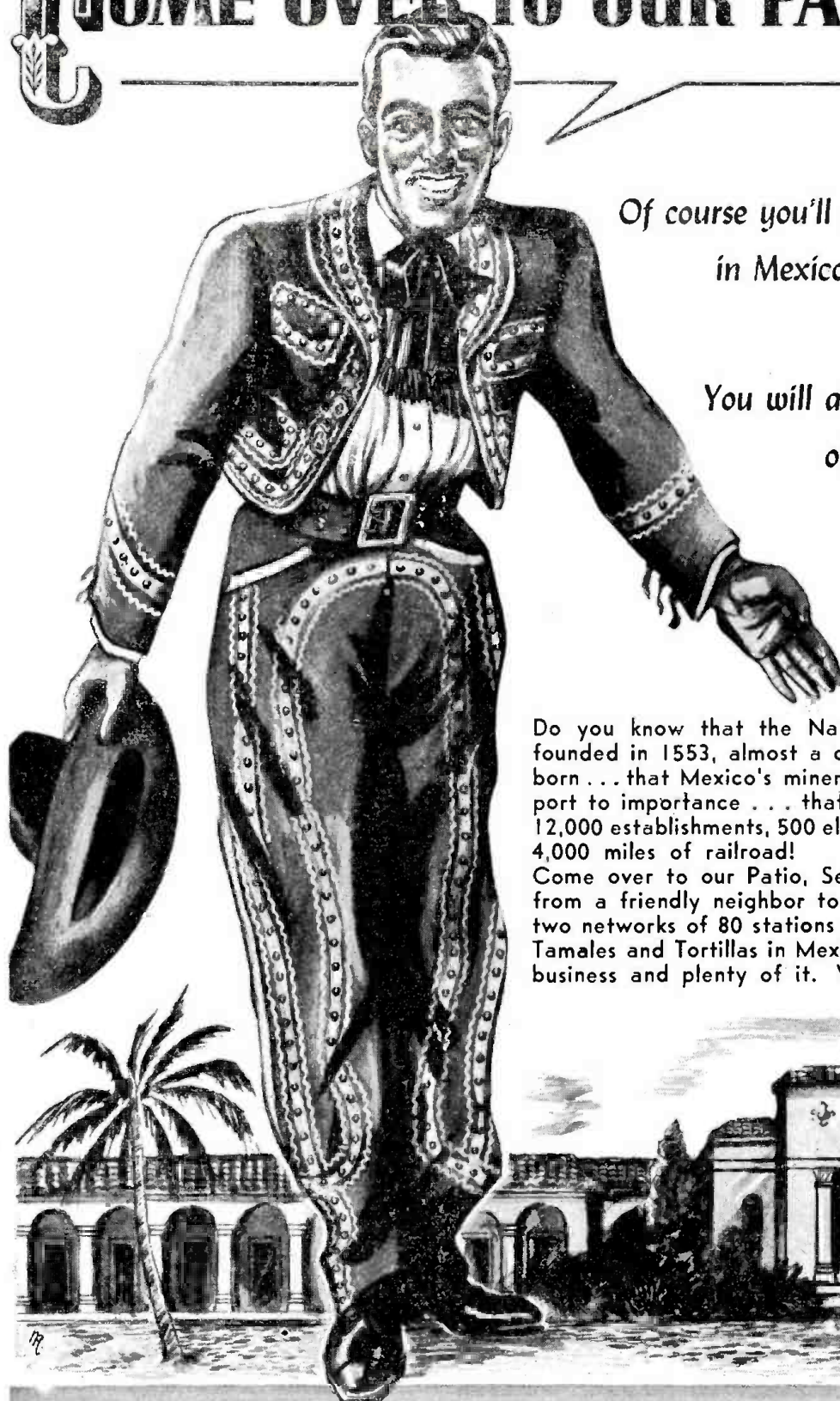
[Receiving Sets, 750,000. No Set Tax]

(Latest Estimate—600,000 sets)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-----------------------|--------------|--------------------------------------|-------------------------|--------------------|
| Acapulco, Gro. | XEKJ | Sra. Refugio Acosta de Valdivieso | 1400 | 0.25 |
| Agua Prieta, Son. | | (Under construction) | 610 | 0.25 |
| " | XERP | | 1190 | 50.0 |
| Aguaascalientes, Agu. | XEBI | (Pedro C. Rivas) | 1360 | 0.25 |
| " | XELY | | 1490 | 0.15 |
| Campeche | XEA | Luis A. Maury | 1370 | 1.0 |
| Cananea, Son | XEFQ | Ernesto Felix | 980 | 0.5 |
| " | XESY | Hector Compy | 1320 | 0.25 |
| " | | | 1490 | 0.25 |
| Cases Grandes, Chih. | XETX | | 1400 | 0.1 |
| Celaya, Guan. | XENC | | 1540 | 0.25 |
| " | | | 1090 | 0.25 |
| Chihuahua, Chih. | XEFI | Ramiro G. Uranga | 1440 | 1.0 |
| " | XEM | Pedro Meneses, Jr. | 1390 | 0.5 |
| " | XEBW | Radio Emisora del Norte | 1280 | 0.6 |
| " | XEBU | Feliciano Lopez Islas | 1240 | 0.1 |
| " | | | 580 | 0.25 |
| Chilpancingo | XEJI | Edwardo Jimenez de la Cuesta | 1300 | 0.25 |
| Ciudad Camargo, Chih. | XEOH | | 1270 | 0.15 |
| Ciudad Delicias | XEJK | David G. Cervantes | 1340 | 0.1 |
| Ciudad Guzman, Jal. | XEBA | Jose D. Gonzales | 1270 | 0.25 |
| Ciudad Juarez, Chih. | XELO | Cia. Radiodifusion de Piedras Negras | 800 | 150.0 |
| " | XEJ | Pedro Meneses, Jr. | 970 | 5.0 |
| " | XEP | Esteban Parra | 1300 | 0.5 |
| " | XEWG | Carlos Mendez | 1460 | 1.0 |
| " | XEF | Gilberto Gil | 1420 | 0.25 |
| " | XEFV | Dario Cordoba | 1240 | 0.25 |

(Continued on Page 426)

"COME OVER TO OUR PATIO, SEÑOR!"



Of course you'll find Tamales and Tortillas
in Mexico! Also the gayest of fiestas
and lovely señoritas.

You will also find that Mexico is one
of the world's most versatile
nations... amazingly
cosmopolitan...
definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born . . . that Mexico's minerals present an international passport to importance . . . that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Señor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico . . . there's business and plenty of it. Write for details!

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.



MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|--|-------------------------|--------------------|
| Ciudad Obregon, Son. | XEAP | Emilio Manzanilla | 1290 | 0.1 |
| " | XEOX | Felipe G. de Leon | 1340 | 0.25 |
| C. Valles, San Luis Potosi | | | 1340 | 0.1 |
| " | | Tomas Oliva Bannelos | 1490 | 0.125 |
| Ciudad Victoria, Tam. | XEBJ | Fernando Elizalde | 1450 | 0.1 |
| Coahuacalcos, Ver. | XEFZ | Pedro E. Roher | 1340 | 0.25 |
| Colima, Col. | XERL | J. Roberto Levy | 1280 | 0.25 |
| Cordoba de Vera Cruz | XECW | Juan Sedas M. | 1340 | 0.25 |
| " | XEAG | Diodoro Zuniga | 1280 | 0.25 |
| Cuernavaca, Morelts | XEJC | | 1420 | 0.1 |
| " | | Radio Bugainvilla (Ing. Juan Gutierrez, Jr.) | | |
| " | XEY | Lucinda Arenas de Meza Millan | 980 | 0.15 |
| Culiacan, Sin. | XESA | Pablos y Elizalde, S. de R. L. | 1360 | 0.5 |
| " | XEBL | Max Gomez Blanco | 1260 | 0.5 |
| " | XEGF | | 1300 | 0.1 |
| " | | (Projected) | 1060 | 1.0 |
| Durango, Dur. | XEE | Alejandro O. Stevenson, Jr. | 1280 | 0.25 |
| " | XEDU | | 1400 | 0.15 |
| Ensenada, B. C. | XEPF | Luis Enrique Enciso | 1400 | 0.2 |
| Fresnillo, ZAC | XEMA | Jose M. Acevedo Moya | 1340 | 0.1 |
| Gomez Palacio, Dur. | XEMG | | 1310 | 0.25 |
| Guadalajara, Ja. | XEJB | Gobierno del Estado de Jalisco | 1010 | 5.0 |
| " | XEJG | | 4820 | 0.2 |
| " | XEDK | Salvador Vazquez Tello | 1260 | 0.5 |
| " | XED | Cia. Radiofonografica, S. A. | 680 | 1.0 |
| " | XEDQ | | 6155 | 0.1 |
| " | XEHL | Radio Anunciadora Kist, S. de R. L. | 1370 | 0.5 |
| " | XELW | Salvador Galindo de la Torre | 1340 | 0.25 |
| " | XEHK | Carmen Villasenor | 960 | 0.25 |
| " | XEAV | Alfredo Vasquez, Cine Alameda | 580 | 1.0 |
| " | XEAD | Alejandro A. Diaz | 1150 | 0.25 |
| " | XEXN | | 1400 | 0.25 |
| " | XELT | J. H. Tostado Lomell | 840 | 0.25 |
| Guanajuato, Guan. | XEJT | | 570 | 0.1 |
| Guaymas, Son. | XEDR | Modesto Ortega | 1490 | 0.25 |
| Hermosillo, Son. | XEBH | Carlos Balderrama | 920 | 1.0 |
| " | XEBR | | 11820 | 0.15 |
| " | XEDL | | 1250 | 0.5 |

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|--|-------------------------|--------------------|
| Hermosillo, Son. | XEHQ | Radio Hermosillo S. de R. L. (Jose Sosa) | 590 | 0.8 |
| " | XEOP | | 960 | 0.5 |
| " | | | 1800 | 0.25 |
| Hidalgo del Parral, Chih. | XEJS | | 1150 | 0.5 |
| " | XEAT | Jorge Perez | 1250 | 0.25 |
| " | XEJR | Anastasio Gomez Gallardo | 1490 | 0.1 |
| Irapuato, GT. | XEBO | La Voz del Centro (Alfonso Martinez) | 1330 | 0.5 |
| " | XEWE | Felipe Gallardo | 1420 | 0.1 |
| Iatapa de Veracruz | XEBF | Pedro Coronel Aburto | 6090 | 0.25 |
| " | XEKL | Carlos Ferraz Matos | 550 | 0.1 |
| " | XEJA | | 1400 | 0.25 |
| " | XEJW | | 1490 | 0.1 |
| La Barca | XEGC | Guillermo Calzada | 1450 | 0.1 |
| La Paz, Baja. Cal. | XEPX | | 550 | 0.25 |
| Leon de Guanajuato | XEFM | Sucs. R. Ortiz Gonzalez | 1270 | 0.1 |
| " | XERZ | Rafael C. Navarro | 1240 | 0.25 |
| " | XERW | Rafael C. Navarro | 1390 | 0.1 |
| Linares | XER | Rafael T. Carranza | 1260 | 0.25 |
| Los Algodones, Baja, Cal. | | | 560 | 0.1 |
| Los Mochis, Sinaloa | XECF | Francisco Perez H. | 1410 | 1.0-D 0.5-N |
| Magdalena de Sonora | XEDJ | Enrique Sorolegui | 1450 | 0.1 |
| Matamoros, Tam. | XEO | | 970 | 0.75 |
| " | XEXP | | 1450 | 0.1 |
| " | XEAM | Manuel L. Salinas | 1400 | 0.25 |
| Mazatlan, Sin. | XERJ | Oscar Perez E. | 1320 | 0.5 |
| " | XEDS | Alejandro A. Schober | 1420 | 0.5 |
| " | | | 1380 | 0.25 |
| Merida, Yuc. | XEZ | Jorge L. Palomeque | 600 | 2.0 |
| " | XEME | Perfecto Villamil Cicero | 1270 | 0.5 |
| " | XEFC | Julio Molina Font | 1340 | 0.25 |
| " | XEFK | Manuel Zapata Espinosa | 1450 | 0.1 |
| " | XEMQ | Lazaro Achurra Suarez | 1240 | 0.25 |
| " | XEMH | Alvaro Barquet Y. | 1400 | 0.25 |
| Mexicali, B. C. | XECL | Alfonso A. Lacarra | 990 | 5.0 |
| " | XEAO | Chavez y Castro, Sucesores | 910 | 0.25 |
| " | | | 560 | 0.25 |
| " | XEAA | Alberto Gonzales | 1340 | 0.25 |
| Mexico City | XEXA | Radio Gobernacion (Depto. de Publicidad y Propaganda) | 6175 | 0.1 |
| " | XEBT | El Buen Tono, S. A. | 6000 | 10.0 |
| " | XEB | | 1220 | 100.0 |
| " | XEW | La Voz de la America Latina desde Mexico | 900 | 100.0 |
| " | KEWW | (Cadena Radiodifusora Mexicana) | 9500 | 10.0 |
| " | XEQ | Radio Panamericana S. A. | 730 | 150.0 |
| " | XEQQ | | 9680 | 1.0 |
| " | XEDP | Radio Gobernacion | 940 | 50.0 |
| " | XEOY | Ignacio Diaz R. | 1000 | 10.0 |
| " | XEST | | 1060 | 50.0 |
| " | XEBZ | El Vocero Mexicano (Habenero Piza, S. A.) | 660 | 0.5 |
| " | XELA | Radio Metropolitana | 830 | 1.0 |
| " | XEUZ | Partido Revolucion Mexicana | 6130 | 0.1 |
| " | XEFO | | 1110 | 20.0 |
| " | XEN | Radio Mundial (Guillermina P. del Conde) | 690 | 5.0 |
| " | XEYU | National Univ. of Mexico | 9600 | 0.25 |
| " | XEUN | | 860 | 5.0 |
| " | XEML | Roberto Valezzi Esparza | 1550 | 1.0 |
| " | XEQR | Corp. Mexicana de Radio, S. A. | 1030 | 1.0 |
| " | XEQK | Angel H. Ferreiro | 1350 | 1.0 |
| " | XEDA | Pedro Riestra Diaz | 1290 | 1.0 |
| " | XEMC | Delores G. Estrada de F. | 1590 | 5.0 |
| " | XERC | Radio Popular de Mex., S. A. | 790 | 1.0 |
| " | XELZ | La Voz de la Industria Nacional (Maria Cardona de Zetina) | 1440 | 1.0 |
| " | XENK | | 620 | 5.0 |
| " | XEPH | Pedro Riestra Diaz | 590 | 5.0 |
| " | XERH | Voz de la Revista Hoy | 1600 | 0.5 |
| " | XEJP | Delia Cubillas de Fernandez | 1150 | 0.6 |
| " | XESM | Salvador San Martin | 1470 | 5.0-D 1.0-N |
| " | XEAI | Radio Zenith (Carmen Gutierrez) | 1820 | 0.5 |
| " | XEK | Arturo Martinez | 970 | 0.5 |
| " | XEL | Ramon Ferrero | 1260 | 0.75 |
| " | XEBS | Maria Remedios Delgado | 1410 | 0.75 |
| " | | | 1180 | 0.25 |
| Mexico City | XEMX | Guillermo Robles | 1880 | 0.5 |
| " | XEOF | | 560 | 1.0 |
| " | XERQ | Corp. Mexicana de Radio, S. A. | 9610 | 0.5 |
| " | XETT | Angel H. Ferreiro | 9555 | 0.5 |
| Minatitlan, Ver. | XEDW | Hector Silva Canto | 1260 | 0.25 |
| Monterrey, N. L. | XETA | El Pregonero del Norte, S. A. | 9555 | 1.0 |
| " | XET | | 990 | 5.0 |
| " | XEG | The Friendly Voice from Mex. | 1050 | 150.0 |
| " | XEH | Radio Tarnava S. de R. L. (Ing. C. de Tarnava Jr., Luis de Tarnava, Bros.) | 1420 | 1.0 |
| " | XEFB | Jesus Quintanilla | 630 | 0.5 |
| " | XEMR | Henrique Serna Martinez | 1370 | 0.5 |
| " | XEX | El Heraldillo del Comercio, S. A. | 1280 | 0.5 |
| " | | Fernando Gonzalez Macel | 1450 | 0.25 |

(Continued on Page 428)

... OF INTEREST TO INTERNATIONAL ADVERTISERS

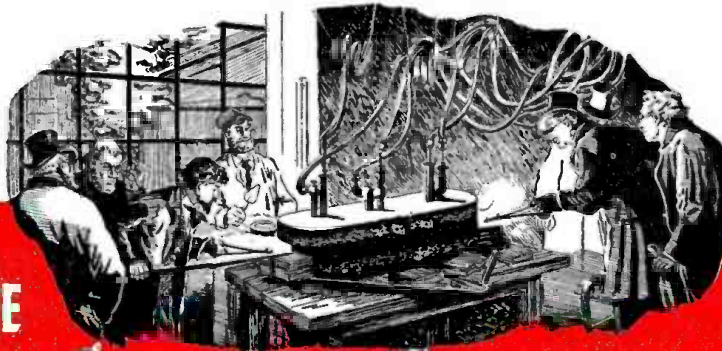
X E G , Monterrey, N. L., Mexico
 North American Advertising Agency
 609 Moore Bldg., San Antonio 6, Tex.
 Exclusive National Representatives
 Phone Cathedral 7861

X E R B , Rosarito, B. C., Mexico
 Rosarito Sales Company
 Exclusive National Representatives
 609 Moore Bldg., San Antonio 6, Texas
 Phone Cathedral 7861

—California Office—
 Rosarito Sales Company
 8714 Lookout Mt. Avenue
 Los Angeles 46, California

These powerful international radio stations comply with all of the provisions of the Havana Treaty and are operated under the management of James A. Savage and Associates. X E G , Monterrey, Mexico operates on 100,000 watts, frequency 1050, 1-A clear channel, English and Spanish and delivers the world's most powerful radio signal; X E R B , Rosarito, B. C., Mexico, frequency 1090, 1-B channel, 50,000 watts, English and Spanish, blanketing California, Washington and Oregon.

—Phone, Wire or Write for rates and availabilities—



WHO SETS THE

Quality Standard

FOR TRANSMITTING TUBES



UNITED



**TRANSMITTING
TUBES**



IN every art or craft, the work of some acknowledged master sets the standard.

Since 1934 UNITED has won recognition by specializing exclusively in the engineering, design and building of transmitting tubes which are unchallenged for excellence. UNITED tubes excel in every electronic application . . . including radio communication, physiotherapy, industrial control and electronic heating. In these and other applications, tubes by UNITED continue to win top honors for uniformly dependable performance.

In communication equipment for airlines, commercial broadcasting, police radio stations and other vital civilian services, UNITED transmitting tubes set the standard. Accept nothing less than UNITED quality tubes for your requirements.

Order direct or from your electronic parts jobber.

UNITED ELECTRONICS COMPANY

NEWARK, 2

New Jersey

Transmitting Tubes EXCLUSIVELY Since 1934

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|---|-------------------------|--------------------|
| Morelia, Michoacan | XEKW | Jose Martinez Ramirez | 6030 | 0.5 |
| " | XELQ | Francisco Larios Iturbido | 1270 | 0.1 |
| " | XEI | Carlos Gutierrez | 1400 | 0.25 |
| " | XESF | Jose Martinez R. | 600 | 0.25 |
| Naco, Son. | XETM | Jesus Manuel Franco | 1350 | 1.0 |
| Navojoa, Son. | XEGL | Fausto M. Gomez | 1270 | 0.5 |
| " | XENJ | | 1430 | 0.5 |
| " | XEAJ | Emilio Manzanilla | 1400 | 0.1 |
| Nozales, Son. | XEHF | Gaston Mascarenas | 1370 | 1.0 |
| " | | Ralph Carranza | 1370 | 1.0 |
| Nueva Laredo, Tam. | XEFE | La Voz de la Frontera (Rafael T. Carranza) | 960 | 1.0 |
| " | XEDF | Ruperto Villarreal | 790 | 0.5 |
| " | XEBK | G. Guajardo y J. M. Cortes | 1340 | 0.1 |
| " | XENT | Cia. Industrial Universal, S. A. | 1140 | 50.0 |
| " | XELF | | 1380 | 0.25 |
| " | XELC | | 1410 | 0.25 |
| " | XELJ | | 1260 | 0.25 |
| " | XELH | | 1460 | 0.1 |
| Oaxaca | XEAX | Alvaro Rodriguez A. | 1270 | 0.5 |
| Orizaba, Vera Cruz | XEOR | | 580 | 1.0 |
| " | XEPP | Hector Sotomayor | 1450 | 0.25 |
| " | XETQ | Francisco Campos H. | 1370 | 0.25 |
| Piedras Negras, Coah. | XEMU | Alfonso L. Bres | 580 | 25.5 |
| " | XEMJ | Jesus F. Elizalde | 920 | 0.2 |
| Progreso, Yuc. | XEOK | Arturo Pina Perez | 1430 | 0.1 |
| Pueblo, Pueblo | XEHR | Manuel R. Canalo | 1090 | 0.25 |
| " | XECC | Ricardo Vazquez A. | 6185 | 0.05 |
| " | XECD | | 1170 | 0.35 |
| Queretaro, Queretaro | XEJX | Radio Emisora Queretana, S. de R. L. | 1450 | 0.25 |
| " | | | 1300 | 0.1 |
| Reynosa, Tam. | XEAW | Cia. International Reynosa | 1010 | 50.0 |
| " | | | 1570 | 100.0 |
| " | XEAZ | | 1390 | 0.25 |
| " | XEKN | Carlos V. Rodriguez | 1390 | 0.25 |
| " | XERF | Carlos B. Rodriguez | 590 | 5.0-D v.25-N |
| Rosarito, B. C. | XERB | Radiodifusora Internacional, S. A. | 1090 | 50.0 |
| Sabinas, Coah. | XEBX | Sucs. Miguel B. Rodriguez | 610 | 0.5 |
| Satillo, Coah. | XESJ | | 1250 | 1.0-D 0.5-N |
| " | XEKS | Juan Antonio de la Pena | 1330 | 0.1 |
| " | XEDE | Aurelio G. Zaragoza | 1400 | 0.25 |
| " | XEXU | | 1490 | 0.1 |
| San Luis Potosi | XECZ | La Voz de la Nesa Central Ziferino Jimenez (Zelferino Z. Jimenez) | 1430 | 1.0 |
| " | XEBM | Benjamin Briones | 1260 | 0.25 |
| " | XEXQ | | 1400 | 0.1 |
| S. Luis Rio Colorado, Son. | XEYI | Lucinda Arenaxde de Maza Millan | 1450 | 0.25 |
| Santa Barbara (Chib.) | XESB | | 1400 | 0.15 |
| Santa Rosalia (B. C.) | | | 560 | 0.1 |
| Tampico, Tam. | XEFW | La Voz de Tampico (Messrs. Flores y Martinez) | 810 | 50.0 |
| " | XETW | | 6045 | 0.1 |
| " | XETU | Impulsora Moderna del Radio—Radio Tampico (Juan Perez Cardenas) | 1460 | 1.0 |
| " | XECA | El Vocero de Tampico (Nicolas M. Picot) | 980 | 1.0 |
| " | XES | The Voice of the Gulf of Mexico From Tampico (Difusora Portena S. de R. L.) | 1300 | 0.25 |
| Tapachula, Chiapas | XETS | Wadley Dominguez Correa | 630 | 0.1 |
| " | XETA | | 1450 | 0.25 |
| Tepec, Nayarit | XEXT | Oficial Station of State Government (Gobierno del Estado de Nayarit) | 980 | 1.0 |
| " | XERK | Dario Mondragon | 1450 | 0.1 |
| Teziutlan, Puebla | XETZ | | 1360 | 0.25 |
| Tijuana | XEBG | Angel B. Fernandez | 1550 | 1.0 |
| " | XEAC | Jorge I. Rivera | 690 | 5.0 |
| " | XEMO | Fernando Frederico Ferreira | 860 | 5.0 |
| " | XEAU | Manuel Acuna Varela | 1470 | 5.0 |
| " | XEGM | Rita Mayans y Gustavo Faist E. | 950 | 1.0 |
| " | XEON | Cia. Radiodifusora, S. A. | 1420 | 2.0 |
| " | | | 1590 | 5.0 |
| " | XERT | | 1270 | 0.5-N 5.0-D |
| " | XEC | Luis E. Enciso | 1310 | 0.25 |
| Tlaxcala, Tlaxcala | XEXZ | | 1480 | 5.0 |
| Toluca, Mexico | XEXS | Instituto Cientifico y Literario | 1340 | 0.1 |
| " | XECH | Rodolfo Llamas | 1490 | 0.25 |
| Torreón, Coah. | XETB | Sucs. Aurelio G. Zaragoza | 1350 | 0.5 |
| " | XEDN | Difusoras del Norte, S. A. | 600 | 1.0 |
| Torreón, Coah. | XEBP | Alejandro O. Stevenson, Jr. | 1260 | 0.25 |
| " | XEQW | Maria Refugio A. de Valdivieso | 1450 | 0.25 |
| " | XEOB | Panfilo Gonzales Flores | 1490 | 0.1 |
| Tuxpan, Vera Cruz | XETL | Calixto Almazan | 1390 | 0.25 |
| Tuxtla Gutierrez, Chiapas | XEXJ | Government of State of Chiapas | 1280 | 0.1 |
| Uruapan, Mich. | XEFU | Ignacio Navarro | 550 | 0.35 |
| Vera Cruz, Ver. | XEFT | Jose Rodriguez Lopez | 9545 | 0.25 |
| " | XEUW | Fernando Pazos Sosa | 6020 | 0.25 |
| " | XEU | | 960 | 0.5 |
| " | XEHV | Radiodifusora Veracruzana (Juan A. Falaviciini) | 1310 | 1.0 |

MEXICO—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------------------|--------------|--|-------------------------|--------------------|
| Vera Cruz, Ver. | XETF | Jose Rodriguez Lopez | 1250 | 0.5 |
| " | XELR | | 610 | 0.10 |
| " | XELL | | 1430 | 0.25 |
| Villa Acuna, Coah. | XEDH | Vicente Hernandez | 1340 | 0.25 |
| " | XEAB | | 1600 | 5.0 |
| " | XEAQ | | 1430 | 0.1 |
| Villahermosa | | | 790 | 0.5 |
| " | XERE | Juan Trujillo Quinta Villamira Carretera, Jesus Garcia | | |
| Zacatecas de Zac | XELK | Jose Macias Guerrero | 1280 | 0.25 |
| Zamora, Mich. | XEGC | Guillermo Calzada | 1450 | 0.1 |
| " | XEGT | | 1490 | 0.125 |

NICARAGUA

[Receiving Sets, 6,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------|--------------|--|-------------------------|--------------------|
| Boaco | YNBO | La Voz de Boaco (J. Edgar Tijerino) | 6980 | 0.05 |
| Granada | YNFT | La Voz de la Sultana (Jose Francisco Terceroz) | 7500 | 0.1 |
| " | YNLAT | La Voz del Mombacho (Nicolas W. Navas Admor) | 7625 | 0.3 |
| Leon | YNJAT | La Voz del Aire (Dr. Jose Antonio Tijerino y Hijos) | 5758 | 0.45 |
| " | YNDG | La Voz de Leon (Dionisio E. Gallo) | 7660 | 0.2 |
| Managua | YNPS | La Voz de Nicaragua (Nicaraguan Government) | 6760 | 0.6 |
| " | YNDS | | 6240 | 0.6 |
| " | YNFP | La Voz del Tropic (Francisco Perez G.) | 6275.5 | 0.1 |
| " | YNOW | La Voz de la America Central (Jose O. Mendoza Bros.) | 6850 | 0.6 |
| Maasaya | YNFM | La Voz de las Flores (Jose Francisco Tercero) | 6950 | 0.06 |

PANAMA

[Receiving Sets, 26,100. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--------|--------------|---|-------------------------|--------------------|
| Colon | HP5K | La Voz de la Victor (Jose Jaen y Jaen y Cia.) | 6005 | 0.8 |
| " | HP5F | La Voz de Colon (Service Publica de Radio) | 6050 | 0.15 |
| " | HOK | La Voz de la Victor (Jose Jaen y Jaen y Cia.) | 640 | 0.25 |
| Panama | HP5G | Radio Panamerica (Jose Antonio Sosa M.) | 11780 | 0.8 |
| " | HOA | Radio Panamerica (Jose Antonio Sosa M.) | 1000 | 0.5 |
| " | HOC | La Voz de la Victor (Jose Jaen y Jaen y Cia.) | 1440 | 0.25 |
| " | HP5A | Radio Teatro Estrella de Panama (Jose Jaen y Jaen y Cia.) | 11700 | 0.3 |
| " | HOQ | Radio Nacional (Agustin Fernandez Jose Herrera, Jr.) | 1250 | 0.4 |
| " | HP5B | Radio Miramar, S. A. (E. de la Guardia) | 6030 | 0.25 |
| " | HP5C | | 730 | 0.5 |
| " | HP5H | La Voz del Pueblo (M. Lombardo Vega, Gerente L. Retally) | 6122 | 0.5 |
| " | HP5J | La Voz de Panama (Servicio Publico de Radio) | 9607 | 0.25 |
| " | HP6J | | 1360 | 0.25 |

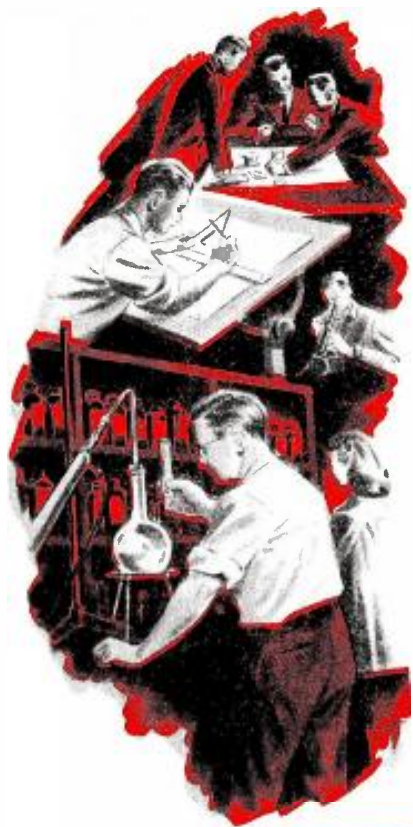
ARGENTINA

[Receiving Sets, 1,336,335. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-----------------------------|--------------|---|-------------------------|--------------------|
| Bahia Blanca | LU3 | Radio Splendid (Red Argentina de Emisoras Splendid) | 1150 | 10.0 |
| " | LU2 | Radio Bahia Blanca (Camilio V. Bertorini) | 900 | 3.0 |
| " | LU7 | Radio General San Martin (Filomena Z. de Gennaris Hijos) | 1240 | 5.0 |
| Bariloche (Rio Negra) | LU8 | Radio Bariloche (Cia Broadcasting de la Patagonia) | 820 | 1.0 |
| Buenos Aires | LRY | Radio Belgrano (Primera Cadena Argentina de Broadcasting) | 9640 | 50.0 |
| " | LRS1 | Radio Splendid (Red Argentina de Emisoras Splendid) | 6090 | 25.0 |
| " | LRS | | 9590 | 25.0 |
| Buenos Aires (Gen. Pacheco) | LRA | Radio del Estado (Correos Telegrafos) | 750 | 10.0 |
| " | LRA1 | | 9690 | 5.0 |
| " | LRA5 | | 1720 | 5.0 |
| " | LRA3 | | 11730 | 0.2 |
| Catamarca | LW7 | Radio Splendid (Red Argentina de Emisoras Splendid) | 730 | 1.0 |
| " | LV15 | Authorized or Under Construction | 1360 | 0.5 |
| Ciudadela, B. A. | LS4 | Radio Portena (Juan G. Gonzalez Speroni) | 670 | 1.5 |
| Ciudadela, B. A. | LS6 | Radio del Pueblo (Ricardo A. Bernotti) | 1350 | 5.0 |
| Comodoro Rivadavia | LU4 | Radio Comodoro Rivadavia (Red Argentina de Emisoras Splendid) | 640 | 1.5 |

(Continued on Page 430)

our **PIONEERING**
days are not over . . .



BEFORE WORLD WAR I, William Dubilier had developed the first practical modern capacitor. This was the forerunner of nearly all basic innovations in capacitor design.

DUBILIER, THE PIONEER, set a high precedent for C-D engineers. Today, he continues to counsel and inspire them to further creative efforts. Today, C-D looks toward the future of broadcasting . . . f. m., television . . . with the sure knowledge that we've kept pace with progress.

YOU CAN ORDER C-D CAPACITORS now to meet every present-day requirement—all precision engineered for perfect performance, and long-life. Cornell-Dubilier Electric Corporation, South Plainfield, New Jersey. Other Plants: New Bedford, Brookline, Worcester, Mass., and Providence, R. I.

CORNELL - DUBILIER
First in Quality
CAPACITORS



Mica
Dykanol
Paper
Wet & Dry
Electrolytics

1910 1945



THE STANDARD IN TRANSMISSION AND RECEPTION

ARGENTINA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-----------------------|--------------|---|-------------------------|--------------------|
| Cordoba | LV3 | Radio Cordoba (Alberto P. Brouard) | 620 | 25.0 |
| " | LV2 | Radio Central (Luis Maunier) | 960 | 4.0 |
| " | LV8 | Authorized or Under Construction | 1540 | 0.25 |
| " | LW1 | Radio Splendid (Red Argentina de Emisoras Splendid) | 790 | 15.0 |
| Corrientes | LT7 | Radio Provincia Corrientes (Gobierno Prov. Corrientes) | 1340 | 1.0 |
| Florida (B. A.) | LR2 | Radio Argentina (Alfredo Schroeder) | 910 | 15.0 |
| " | LS10 | Radio Libertad (Victor J. Ruano) | 590 | 4.5 |
| " | LR9 | Radio Fenix (Gregorio Echavarría) | 1030 | 4.0 |
| " | LS2 | Radio Buenos Aires (Teodoro Prieto) | 1190 | 8.0 |
| Hurlingham (B. A.) | LR6 | Radio Mitre (S. A. La Nacion) | 870 | 25.0 |
| " | LR3 | Radio Belgrano (Jaime Yankelevich) | 950 | 90.0 |
| Jujuy | LW8 | Radio Splendid (Red Argentina de Emisoras Splendid) | 1010 | |
| Mar del Plata | LU6 | Radio Atlantica (Jose Zaccagnini) | 1300 | 0.5 |
| Mendoza | LV10 | Radio Cuyo (Marcelino Aparicio) | 1210 | 2.5 |
| " | LV6 | Radio Splendid (Red Argentina de Emisoras Splendid) | 630 | 10.0 |
| " | LRM | Authorized or Under Construction | 6180 | 10.0 |
| " | LV16 | Authorized or Under Construction | 1520 | 25.0 |
| " | LW2 | Radio Aconcagua (S. A. Radio Los Andes) | 1370 | 0.5 |
| Monte Grande (B. A.) | LS1 | Radio Municipal (Municipalidad de la Capital) | 710 | 50.0 |
| " | LR5 | Radio Excelsior (Alfredo B. Dougall) | 830 | 25.0 |
| Necochea | LU9 | Authorized or Under Construction | 1440 | 0.5 |
| Neuquen | LU5 | Radio Splendid (Red Argentina de Emisoras Splendid) | 1130 | 1.5 |
| " | LU11 | Authorized or Under Construction | 1370 | 0.5 |
| Olmás | LS11 | Radio Provincia de Buenos Aires (Gobierno Prov. B. Aires.-Pasaje Dardo Rocha) | 1310 | 30.0 |
| Parana | LT11 | Authorized or Under Construction | 1470 | 0.5 |
| La Plata | LR11 | Radio Universidad Nacional de la Plata (Universidad Nacional de la Plata) | 1390 | 1.5 |
| Posadas | LTA | Radio Splendid (Red Argentina de Emisoras Splendid) | 1030 | 1.0 |
| Posadas (Misiones) | LT6 | Authorized or Under Construction | 1460 | 0.5 |
| Resistencia (Chaco) | LT5 | Radio Chaco (Jose M. Noveri) | 1080 | 1.5 |
| Río Gallegos | LU12 | Radio Río Gallegos (Cia. Broadcasting de la Patagonia) | 680 | 1.5 |
| La Rioja | LW14 | Radio La Rioja (S. A. Radio Belgrano) | 1330 | 1.0 |
| Rivadavia (B. A.) | LR4 | Radio Splendid (Antonio C. Devoto) | 990 | 50.0 |
| " | LS5 | Radio Rivadavia (Enrique Caride) | 1110 | 5.0 |
| " | LRS1 | Radio Splendid (Red Argentina de Emisoras Splendid) | 9315 | 5.0 |
| " | LRS | Radio del Litoral (Fernando Mallandi) | 780 | 20.0 |
| Rosario, Santa Fe | LT1 | Radio Soc. Rural Cerealistas (Soc. Rural Cerealistas) | 1160 | 10.0 |
| " | LT8 | Radio Rosario (Alfredo B. Dougall) | 840 | 0.25 |
| " | LT2 | Radio Splendid (Red Argentina de Emisoras Splendid) | 1230 | 15.0 |
| " | LRR | Radio Ovidia Lagos (Joaguin Lagos) | 11830 | 10.0 |
| Salta | LV9 | Radio Provincia de Salta (Gobierno Prov. Salta) | 970 | 1.0 |
| San Fernando (B. A.) | LR1 | Radio El Mundo (Empresa Editorial Haynes Ltda S. A.) | 1070 | 50.0 |
| " | LRU | | 15290 | 5.0 |
| " | LRX | | 9660 | 25.0 |
| " | LRX1 | | 6120 | 5.0 |
| San Juan | LV1 | Radio Graffigna (S. A. Graffigna Ltda.) | 560 | 10.0 |
| " | LV5 | Radio Los Andes (Soc. C. Rodriguez Vila y Cia.) | 1090 | 1.5 |
| San Luis | LV13 | Radio San Luis (Ovidio di Gennero) | 1250 | 1.0 |
| San Rafael (Mendoza) | LV4 | Radio San Rafael (Julio Silva) | 690 | 0.5 |
| Santa Fe | LT10 | Radio Universidad Litoral (Radio del Inst. Social de la Universidad, Litoral) | 1320 | 0.4 |
| " | LT9 | Radio Roca Soler (Roca Hermanos y Cia.) | 1200 | 1.7 |
| " | LT12 | Authorized or Under Construction | 1260 | 1.0 |
| Santiago del Estero | LV11 | Radio del Norte (S. A. El Liberal) | 1170 | 2.0 |
| Tucuman | LV12 | Radio Aconquija (Soc. Resp. Lda. Radio Aconquija) | 580 | 2.5 |
| " | LV7 | Radio Tucuman (Soc. Munoz y Cia.) | 820 | 2.5 |
| Vicente Lopez (B. A.) | LS9 | Radio La Voz del Aire (S. A. La Voz del Aire) | 1270 | 5.0 |

BOLIVIA

[Receiving Sets, 50,000. No Set Tax]
(Latest Estimate—20,000 Sets)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|------------|--------------|---|-------------------------|--------------------|
| Cochabamba | CP28 | Radio Central (Gottret y Cia.) | 1360 | 0.15 |
| " | CP40 | | 9570 | 0.25 |
| " | CP44 | Radio Popular (Victor Veltze) | 580 | 0.05 |
| " | CP45 | Radio Rural (Raul Montecinos) | 1090 | 0.05 |
| " | CP39 | Radio Continental | 6160 | 0.25 |
| La Paz | CP3 | Radio Nacional | 1380 | 1.0 |
| " | CP38 | (Costas Hermanos) | 9505 | 1.0 |
| " | CP4 | Radio Illimani | 1040 | 0.25 |
| " | CP5 | (Dept. of Communications of Bolivian Government) | 6200 | 1.0 |
| " | CP8 | Radio "America" (Sejas and Company) | 1450 | 0.05 |
| " | CP10 | Radio La Paz (Chavez Suarez) | 1090 | 0.25 |
| " | CP12 | Radio Fides, Colegio San Calixto (Jesuit School) | 6150 | 0.25 |
| " | CP29 | | 1350 | |
| " | CP16 | Radio Los Andes | 1230 | 0.2 |
| " | CP18 | Radio Comercio | 1300 | 0.05 |
| " | CP14 | Radio La Noche (Javier Romero) | 1250 | 0.05 |
| " | CP26 | Radio Universal | 1510 | 0.05 |
| " | CP31 | Radio Patria | 975 | 0.05 |
| " | CP46 | Radio Victoria | 770 | 0.05 |
| " | CP19 | Radio Cultura (Agustin Aspiazu) | 950 | 0.05 |
| " | CP20 | Radio El Condor | 940 | 1.0 |
| " | CP15 | (Ramon Pelaez) | 5880 | 1.0 |
| " | CP32 | Radio Bolivia (Cia. Internacional de Radio Bolivia) | 620 | 0.05 |
| " | CP34 | "El Norte—Radio Sucre | 680 | 0.15 |
| " | CP25 | (Guillermo Teran) | 9700 | 0.25 |
| Oruro | CP36 | Radio Mercurio (Enrique Wanting) | 1420 | 0.05 |
| " | CP11 | Radio Bolivar (Dept. of Communications of Bolivian Government) | 6100 | 0.25 |
| " | CP37 | Radio Oruro (Blanco Linarez) | 6170 | 0.52 |
| " | CP18 | Radio El Condor (Ramon Pelaez) | 900 | 0.25 |
| Potosi | CP22 | Radio Internacional (L. Camacho) | 6130 | 0.25 |
| " | CP17 | Radio Cultural (Alfredo Oasio L.) | 1600 | 0.05 |
| Santa Cruz | CP13 | Radio "El Oriente" (Dept. of Communications of Bolivian Government) | 6135 | 0.25 |
| Sucre | CP27 | Radio Pilot (C. Torres) | 1420 | 0.05 |
| " | CP1 | Radio Chuquisaca (Jose Camacho B.) | 9500 | 0.25 |
| Tarija | CP23 | Radio Guadalquivir | 6190 | 0.75 |

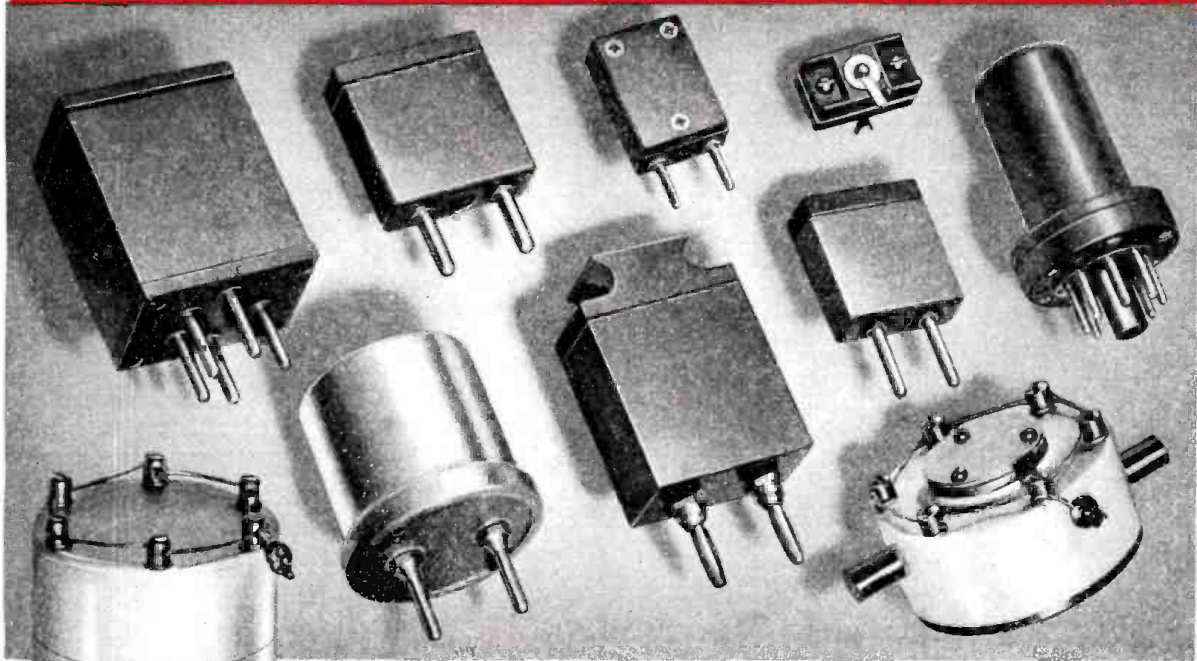
BRAZIL

[Receiving Sets, 893,000. No Set Tax]
(Latest Estimate—1,200,000 Sets)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------|--------------|---|-------------------------|--------------------|
| Aracaju, Sergipe | PR16 | Radio Aperipe de Sergipe (Edificio do Instituto Historico e Geografico) | 630 | 1.0 |
| Aracatuba, Sao Paulo | PR18 | Radio Cultura Aracatuba, S. A. | 1330 | 0.5 |
| Araguari, Minas Gerais | PRJ3 | S. A. Radio Araguari (Praça Manoel Bonito) | 970 | 0.25 |
| Avaraquara, Sao Paulo | PRD4 | Radio Cultura Araraquara (Romulo Lupo) | 1370 | 0.5 |
| Assis, Sao Paulo | ZYA9 | Radio Difusora de Assis, S. A. | 1530 | 0.1 |
| Barretos, Sao Paulo | PRJ8 | S. A. Radio Barretos | 1530 | 0.1 |
| Bauru | PRG8 | Bauru Radio Club, S. A. (B. Radio Club Joao Simonetti) | 1210 | 0.25 |
| Belem, Para | PRC5 | Radio Club do Para (Roberto Camelier) | 1450 | 2.0 |
| " | | | 4865 | |
| Bello Horizonte | PRC7 | S. A. Sociedade Radio Mineira (Dr. Alberto Deodato) | 690 | 3.0 |
| " | PRH6 | Sociedade Radio Guarua (Lauro Souza Barros) | 1340 | 3.0 |
| " | PR13 | Radio Inconfidencia (Luis Bessa) | 880 | 25.0 |
| Blumenau, Santa Catarina | PRC4 | Radio Club de Blumenau (Joao Medeiros, Jr.) | 1330 | 0.25 |
| Botucatu, Sao Paulo | PRF8 | Radio Emissora Botucatu, S. A. (Emilio Pedute) | 1530 | 0.1 |
| Cambara, Parana | ZYA3 | Radio Difusora Cambara, S. A. | 1590 | 0.1 |
| Campinas, Sao Paulo | PRC9 | Radio Educadora Campinas, S. A. (Antonio Tepedino Pagano) | 1170 | 0.1 |
| Campos, Rio de Janeiro | PRF7 | Radio Cultura de Campos (Dr. Mario Ferraz Sampaio) | 1330 | 0.5 |
| Campo Grande, Mato Grosso | PR17 | Sociedade Radio Difusora Campo Grande, S. A. (Dr. Antonio Alvez Campos) | 1510 | 0.25 |
| Corumba, Mato Grosso | ZYA2 | Radio Difusora Matogrossense (Teodomiro Serra) | 1170 | 0.5 |
| Cruzeiro, Sao Paulo | PRG6 | Radio Sociedade Mantiqueira (Romaldo Canevari) | 640 | 0.5 |

(Continued on Page 432)

In **QUARTZ CRYSTALS**, the most significant advancements
 have been introduced by *Bliley*



This is a message from Bliley to the thousands of amateurs and professional engineers who are now serving their country in the armed forces and in essential communications industries. Bliley "grew up" with them.

To these men and women Bliley crystals are still a familiar sight. They recognize, in the military crystal units used by our armed forces, many basic features that were pioneered by Bliley for application in peacetime services.

When tremendous production was demanded by our armed forces Bliley had the engineering background, the facilities and the production experience to provide a firm corner stone on which this volume production of radio crys-

tals was successfully built. And, from the ranks of talented amateurs and radio engineers came a host of long-time friends who knew exactly how to use them.

But research has continued and experience has grown mightily to meet the challenge of war requirements. With the return to peace, and relaxation of wartime restrictions there will be better Bliley crystals for every application as well as new Bliley crystals for the new services that loom on the horizon. That's a promise.

To our old friends, amateurs and professional engineers, we say, "Look to Bliley for crystal units that embody every advanced development."



Bliley
CRYSTALS

Do more than before . . .

buy extra War Bonds

BLILEY ELECTRIC COMPANY
 UNION STATION BUILDING • ERIE, PENN.

BRAZIL—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|---------------------------------|--|---|--|--------------------|
| Curityba, Parana | PRB2 | Radio Club Paranaense (Eppaminondas Santos) | 1440 | 5.0 |
| Formiga, Minas Gerais | ZYB6 | Radio Voz de Formiga, S. A. | 1530 | 0.1 |
| Fortaleza, Ceara | PRE9 | Ceara Radio Club, S. A. (Waldemar Cartolano) | 1320 6105 15165 | 2.0 2.0 2.0 |
| Francs, Sao Paulo | PRB5 | Radio Club de Hertz | 1240 | 0.25 |
| Goiania, Goiaz | ZYG3 | Radio Club de Goiania | 930 | 2.0 |
| Guaratingueta | ZYC2 | Soc. Club de Radio Guaratingueta | 1510 | 0.1 |
| Itapetininga, Sao Paulo | PRD9 | Radio Difusora Itapetininga Ltda. | 970 | 0.25 |
| Itarare, Sao Paulo | ZYA7 | Radio Club de Itarare, S. A. | 1550 | 0.1 |
| Jaboticabal, Sao Paulo | PRG4 | Radio Club Jaboticabal, S. A. (Oswaldo Fernandes) | 1250 | 0.25 |
| Jau, Sao Paulo | PRG7 | Radio Club Jauense (Ulisses Newton Ferreira) | 1010 | 0.25 |
| Joao Pessoa, Paraiba | PRI4 | Governo de Paraiba (Dr. Abelardo Juruema) | 1110 | 10.0 |
| Joinville, Santa Catarina | ZYA5 | Radio Difusora de Joinville, S. A. | 1600 | 0.1 |
| Juiz de Fora, Minas Gerais | PRB3 | Radio Sociedade de Juiz de Fora (Pedro Goncalves de Oliveira) | 1010 | 0.5 |
| Limeira, Sao Paulo | PRJ5 | Radio Educadora de Limeira, S. A. (Ary Levy Pereira) | 1550 | 0.1 |
| Lins, Sao Paulo | ZYB3 | Lins Radio Club, S. A. | 1550 | 0.1 |
| Manaos, Amazonas | PRF6 | Governo do Estado do Amazonas (Dr. V. Pareto Neto) | 4895 | 0.25 |
| Marapicu, Rio de Janeiro | PRF5 | Comp. Radio Internacional do Brazil (Radio International) | 9500 9600 15190 10220 14935 14690 9755 | 12.0 15.0 |
| Marilia, Sao Paulo | PRI2 | Radio Club Marilia, S. A. (Oscar de Moraes Barros) | 1090 | 0.5 |
| Natal, Rio Grande do Norte | ZYB5 | Radio Ed. de Natal, S. A. | 1270 | 1.0 |
| Niteroi, Rio de Janeiro | PRD8 | Radio Club Fluminense (Jose Augusto Mendes Tte. Custodio Fontes) | 1320 | 1.0 |
| " | PRE6 | Radio Club Fluminense | 1470 | 1.0 |
| Paranaguá, Parana | ZYC5 | Radio Difusora de Paranaguá | 1460 | 0.25 |
| Patos, Minas Gerais | ZYB4 | Radio Club de Patos, S. A. | 1530 | 0.1 |
| Pelotas, Rio Grande do Sul | PRC3 | Radio Soc. Pelotense, S. A. (Carlos G. Sica) | 580 | 0.25 |
| " | PRH4 | Soc. Difusora Radio Cultura Pelotas (Atakuaipa Dias) | 1320 | 0.5 |
| Petropolis, Rio de Janeiro | PRD3 | Petropolis Radiodifusora, S. A. (Carlos Rodrigues Viana) | 1480 | 1.0 |
| Piaui (Parnaiba) | PRJ4 | Radio Educadora do Parnaiba, S. A. (Dr. Joao Tavares de Carvalho e Silva) | 1470 4825 | 0.5 0.5 |
| Piracicaba, Sao Paulo | PRD6 | Radio Club de Piracicaba (Joao Sampaio Goes) | 820 | 0.25 |
| Pocos de Caldas, Minas Gerais | Radio Cultura de Pocos de Caldas (Benedito Meira Borges) | 1160 | 0.25 | |
| Ponta Grossa | PRJ2 | Radio Club Pontagrossense, S. A. (Manoel Machuca) | 1250 | 0.5 |
| Porto Alegre, Rio Grande do Sul | PRH2 | Radio Sociedad Farrroupilpa, Ltda. (Messrs. Antonio Florese Cunha and Arnaldo Balve) | 600 | 25.0 |
| " | PRF9 | Emp. Radio Difusora Portalegrense (Arthur Fizzoli) | 640 | 5.0 |
| Porto Alegre, Rio Grande do Sul | PRC2 | Radio Soc. Gaucha (Dr. Leila Espartel) | 680 | 5.0 |
| Pouso Alegre, Minas Gerais | PRJ7 | Radio Club de Pouso Alegre, S. A. (Jose Nunes Rebelo) | 1530 | 0.1 |
| Presidente Prudente, Sao Paulo | PRI5 | A Voz do Sertao, S. A. (Manoel Bussacos) | 970 | 0.25 |
| Recife, Pernambuco | PRA8 | Radio Club de Pernambuco, S. A. (Oscar Moreira Pinto) | 720 6015 | 25.0 5.0 |
| Ribeirao Preto, Sao Paulo | PRA7 | Radio Club Ribeirao Preto (Jose da Silva Bueno) | 730 | 0.5 |
| " | PRH7 | Lonzada Bueno & Cia. (Exp.) (Lonzada Bueno) | 1170 | |
| Rio Clara, Sao Paulo | PRF2 | Radio Club Rio Clara (Waldemar Cartolano) | 1460 | 0.25 |
| Rio de Janeiro | ZYC7 ZYC8 ZYC9 | Radio Educadora de Brazil | 6200 9610 15370 | 25.0 |
| Rio de Janeiro, Distrito Fed. | PRA2 | Ministerio de Educacao e Saude | 800 | 25.0 |
| " | PRA3 | Radio Club do Brazil, S. A. (Dr. Rolpho Estevam de Siquerira) | 860 | 10.0 |
| " | PRA9 | Soc. Radio Mayrink Veiga (Edmar Machado) | 1220 | 25.0 |
| " | PRB7 | Soc. Radio Educadora do Brazil, S. A. (Alceu Mario de Sa Freire) | 900 6200 9610 15370 | 5.0 25.0 |
| " | PRC8 | Radio Soc. Guanabara (Guilherme Manes) | 1360 | 5.0 |
| " | PRD2 | Radio Cruzeiro do Sul, S. A. (Mario Villaca Meyer) | 1060 | 10.0 |
| " | PRD5 | Radio Difusora do Distrito Instituto Educacao do Distrito Federal (Francisco Gomes Maciel Pinheiro) | 1400 | 1.0 |
| " | PRE2 | Radio Vera Cruz, S. A. (Dr. Placido de Melo) | 1430 | 5.0 |
| " | PRE3 | Radio Transmissora Brasileira, S. A. (Dr. Elisio Dantas) | 1180 | 7.5 |
| " | PRE8 | Empresa Radio Nacional (Dr. Gilberto de Andrade) | 980 | 25.0 |
| " | PRF4 | Radio Jornal do Brazil, S. A. (Ernesto Pereira Carneiro) | 940 | 10.0 |
| " | PRG3 | Radio Tupy, S. A. (Dr. Teofilo de Barros) | 1280 | 10.0 |

BRAZIL—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|--|----------------------|---|-------------------------|--------------------|
| Rio de Janeiro, Distrito Fed. | PRL9 PRL8 PRL7 | Empresa Radio Nacional (Brazilian Govt.—RCA "Good Will" Broadcasting Station) | 17850 11720 9505 | 50.0 |
| " | PRH8 | Radio Ipanema, S. A. (Francisco Xavier Filho) | 1130 | 5.0 |
| Rio Grande, Rio Grande do Sul | ZYC3 | Grupo de Cultura Rio Grandino | 1510 | 0.1 |
| Rio Preto, Sao Paulo | PRB8 | Radio Rio Preto, S. A. (Andrassy Ribeiro) | 640 | 0.25 |
| Santos, Sao Paulo | PRB4 | Radio Club de Santos (Hermengilao da Rocha Brito) | 1450 | 1.0 |
| " | PRG5 | Soc. Radio Atlantica (Caros ou Baccarat) | 580 | 0.75 |
| Sao Carlos, Sao Paulo | ZYA6 | Radio Sao Carlos, S. A. | 1590 | 0.1 |
| Sao Luiz, Maranhao | PRJ9 | Radio Difusora do Governo do Estado do Maranhao (Jose Ribamar Pinheiro) | 1490 | 5.0 |
| S. Manoel, Sao Paulo | PRI6 | Radio Club Sao Manoel, S. A. (Vitorino Riberro) | 1510 | 0.1 |
| Sao Paulo, Sao Paulo | PRB9 | Radio Soc. Record (Dr. Paulo Machado de Carvalho) | 1000 | 25.0 |
| " | PRE7 | Soc. Radio Cosmos, S. A. (Dr. Joao Ferreira Fontes) | 1410 | 5.0 |
| " | PRF3 | Radio Difusora Sao Paulo, S. A. (Dr. Ubiratan Silveira Pamplona) | 960 | 5.0 |
| " | PRG2 | Radio Tupy, S. A. (Dr. Antonio Herman Dias Menezes) | 1040 | 25.0 |
| " | PRG9 | Radio Exce sior (Mons. Dr. Francisco Bastos) | 1100 | 25.0 |
| " | PRH3 | Radio Piratininga (Pedro de Camargo) | 620 | 5.0 |
| " | PRH9 | Soc. Bandeirantes, S. A. (Jose Niccolini) | 840 | 5.0 |
| " | PRA5 | Radio Sao Paulo (Joao Baptista do Amaral) | 1260 | 5.0 |
| " | PRA6 | Soc. Radio Ecuadora Paulista (Arnaldo Popes) | 890 | 5.0 |
| " | PRB6 | Radio Cruzeiro do Sul (Oscar P. Seckles) | 1200 | 5.0 |
| " | PRE4 | Soc. Radio Cultura, "A Voz do Espaco" (Olavo C. Fontoura) | 1300 | 5.0 |
| " | ZYB7 ZYB8 ZYB9 | Radio Dif. de S. P., S. A. | 6095 11765 15155 | 25.0 |
| Sao Salvador, Baia | PRA4 | Radio Soc. da Baia, S. A. (Dr. Armando Carneiro da Rocha) | 740 | 10.0 |
| Sao Sebastiao de Paraiso, Minas Gerais | ZYA4 | Radio Dif. Paraisense, S. A. | 1510 | 0.1 |
| Sorocaba, Sao Paulo | PRD7 | Radio Club Sorocaba, S. A. (Orlando da Silva Freitas) | 1080 | 0.5 |
| Taubate, Sao Paulo | ZYA8 | Radio Dif. Taubate, Ltda. | 1590 | 0.1 |
| Uba, M. G. | ZYC4 | Radio Soc. Ubaense, Ltda. | 1510 | 0.1 |
| Uberara, Minas Gerais | PRE5 | Radio Soc. Triangulo Mineiro (Quintiliano Jardim) | 1390 | 0.5 |
| Uberlandia, Minas Gerais | PRC6 | Radio Dif. Brasileira, S. A. (Aristides Figueiredo) | 1510 | 0.1 |
| Varginha, Minas Gerais | ZYB2 | Radio Club de Varginha, Ltda. | 1590 | 0.1 |
| Victoria, Espirito Santo | PRI9 | Radio Club Espirito Santo, S. A. (Dr. Ciro Vieira da Cunha) | 1350 | 1.0 |

BRITISH GUIANA

[Receiving Sets, 7,000. Set Tax, B.G. \$1]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------------------|--------------|--|-------------------------|--------------------|
| Georgetown, British Guiana | VP3BG | British Guiana Broadcasting Co., Ltda. | 6130 | .065 |

(SURINAM Dutch Guiana)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|------------|--------------|----------------------------|-------------------------|--------------------|
| Paramaribo | ZPH | "AVROS" (J. E. Herrenberg) | 5865 | 0.15 |

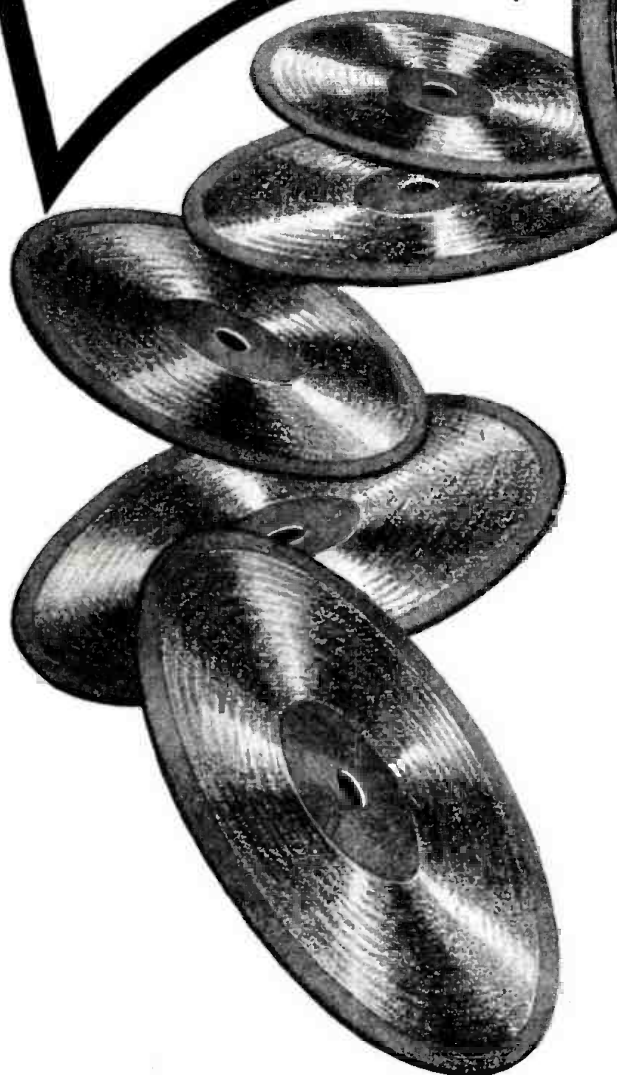
CHILE

[Receiving Sets, 250,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------|----------------|--|-------------------------|--------------------|
| Antofagasta | CA141 | Radio El Loa (Angel Garcia Agra.) | 1410 | 1.4 |
| " | CA127 | La Voz de el Norte (Horus Pedreny Palma) | 1270 | 0.25 |
| " | CE601 CE482 | | 6010 4820 | 5.0 |
| " | CA124 | Radio Libertad (Antonio Casasio Gonzalez) | 1240 | 1.0 |
| Chillan | CC138 | Radio La Discusion (Adriana Pagueguy de Logos) | 1330 | 0.15 |
| " | CC127 | Radio Nuble (Rafael Barrios Carcamo) | 1270 | 0.1 |
| Concepcion | CC141 | Radio Condo (Co. Chllena de Comm., S. A.) (Arturo Sandoval Munita) | 1410 | 1.4 |
| " | CC117 | Radio Simon Bolivar (Federico Sanchez Urra) | 1170 | 1.8 |
| " | CC64 | Radio El Sur (Mario Saez Lagos) | 640 | 1.0 |
| Copeapo | CA121 | Augusto Duque Becerra | 1210 | 0.25 |
| Coquimbo | CA96 | Radio Riquelme (Cesar Nieme Apey) | 960 | 0.3 |

(Continued on Page 434)

Uniformly
good-



For the utmost in high fidelity reproduction

Allied Professional Recording Discs are manufactured to exacting standards by one of the pioneers in the field of instantaneous recording equipment. The accumulated knowledge of years of experience have been engineered into Allied Discs. TRY them.

—Also ALLIED RECORDING EQUIPMENT



The Allied Recording Machine (illustrated) combines the Allied Transcription Turntable and Allied Overhead Cutting Assembly, which are also sold separately. Like Allied Discs, this equipment is of highest precision quality, good for long, trouble-free service.

WRITE FOR NEW DESCRIPTIVE BULLETIN

ALLIED

RECORDING PRODUCTS CO.

21-09 43rd AVENUE • LONG ISLAND CITY 1, NEW YORK

CHILE—(Continued)

| City | Call Letters | Station and Operator | Frequency In Kilocycles | Power In Kilowatts |
|--------------------------------|--------------|---|-------------------------|--------------------|
| Curico (Talca) | CC96 | Radio Condell (Alberto Guerra Cruzat) | 960 | 0.25 |
| Iquique | CA63 | Radio Esmeralda (Antonio Cajiao Gonzalez) | 630 | 0.25 |
| Los Angeles | CD121 | Sociedad de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda. | 1210 | 1.2 |
| Osorno (Valdivia) | CD84 | Soc. Agricola y Ganadera (David Arrigaga—Soc. Broadcasting, Soc. Agricola y Ganadera) | 840 | 1.5 |
| Puerto Montt | CD101 | Radio Llanquihue (Cia. Chilena de Comunicaciones, S. A.) | 1010 | 1.0 |
| Punta Arenas | CD108 | Radio Magallanes (Ramon Verde Ramos) | 1030 | 0.1 |
| " | CD111 | Radio Austral (Turina y Cia.) | 1110 | 1.25 |
| " | CD113 | Radio Polar (Jorge Vial A.) | 1130 | 1.0 |
| " | CD136 | La Voz del Sur (Sra. Victoria Iglesias de Blancilla) | 1360 | 0.5 |
| Quillota | CB113 | Radio Chacabuco (Leopolda Giraudo Giordano) | 1130 | 1.0 |
| Rancagua | CC63 | Radio Central (Manuel Massoni) | 630 | 1.0 |
| " | CC109 | Radio Rancagua (Jorge Romero Ramirez) | 1090 | 1.2 |
| " | CC145 | Radio Tucapel (Alan Rojas Aravena) | 1450 | 0.1 |
| S. Antonio, Puerto Viejo | CB140 | Onda Azul (Soc. Radiodifusora Onda Azul Ltda.) | 1400 | 0.1 |
| Santiago de Chile | CB62 | Radio Chilena (International Machinery Co.) | 620 | 1.0 |
| " | CB57 | Radio Agricultura (Soc. Nacional de Agricultura y Cia. Ltda.) | 570 11800 5750 | 15.0 1.0 0.5 |
| " | CB76 | Cooperativa Vitalicia (Cia. Chilena de Comunicaciones S. A.) | 760 | 14.0 |
| " | CB89 | "Radio Bulnes" (Carlos Bricono Olivares) | 890 | 1.0 |
| " | CB97 | Radio "Prat" (Soc. Chilena de Radio y Propaganda) | 970 | 1.0 |
| " | CB101 | Radio Yungay (Corporacion Chilena de Radiodifusion Ltda.) | 1010 | 1.2 |
| La Cisterna, Santiago de Chile | CB150 | Radio Sud America (Manuel Casablanca Latorre) | 1500 | 1.0 |
| Santiago de Chile | CB106 | Radio Soc. Nac. de Minería (Soc. Chilena, Radiodifusora, S. A.) | 1060 | 1.0 |
| " | CE960 | Radio La Americana (Horacio Hevia Labbe) | 9600 | 1.2 |
| " | CB130 | Radio Cervantes (German Holtheuer Valdivia) | 1300 | 2.5 |
| " | CB134 | Radio El Mercurio (Luis F. Britan, Soc. Periodista El Mercurio) | 1340 | 3.0 |
| " | CB138 | Radio El Mercurio (Luis F. Britan, Soc. Periodista El Mercurio) | 1380 | 1.0 |
| " | CB70 | Radio Santa Lucia (Soc. Silva Blanco y Cia. Ltda.) | 700 | 2.5 |
| " | CB144B | Radio O'Higgins (Clark Hnos. Spitz y Cia. Ltda.) | 1440 | 1.0 |
| Ovalle, Santiago de Chile | CB144C | Radio Morgan (Oscar Moraga Fuenzalida) | 1440 | 0.1 |
| Santiago de Chile | CB1170 | Otto Becker Ltda. | 11700 | 0.3 |
| " | CB98 | Radio Maipo (Soc. Oriandini y Raggio Ltda.) | 930 11740 | 1.0 4.0 |
| " | CE1174 | Radio del Pacifico (Ricardo Vivado O.) | 820 | 1.0 |
| " | CB82 | Radio Chilena (Cia. Radio Chilena) | 660 | 12.0 |
| " | CB66 | Radio La Americana (Horacio Hevia) | 9600 | 1.2 |
| " | CB114 | Corp. de Radio, S. A. | 1140 | 50.0 |
| La Serena | CA108 | Eduardo Encina Arancibia | 1080 | 1.0 |
| " | CE615 | Cooperativa Vitalicia (Co. Chilena de Comm., S. A.) | 6150 | 5.0 |
| " | CE1190 | Radio Lautaro (Ramon Abasolo Aldea) | 11900 | 0.5 |
| Talca | CC73 | Radio Almirante Latorre (Francisco Morales Castillo) | 730 | 1.0 |
| Talcahuano | CC84 | Radio Cautin (Cia. Chilena de Comunicaciones, S. A.) | 840 | 1.0 |
| Temuco, Cautin | CD125 | Radio Cautin (Cia. Chilena de Comunicaciones, S. A.) | 1250 | 1.5 |
| " | CD69 | Radio La Frontera (Daniel de Mayo Levy) | 690 | 1.2 |
| Tocopilla | CA90 | Radio Covadonga (Hilda Cuellar Alfaro de Yaesta) | 900 | 1.0 |
| Valdivia | CD59 | Soc. Radio Emisoras Sur de Chile (Cia. Chilena de Comunicaciones, S. A.) | 590 | 1.2 |
| " | CD132 | Radio Baquedano (Carlos Cockbaine, R.) | 1320 | 1.0 |
| Via del Mar | CB64 | La Union de Recreo (Adriano Iz. y Reyes) | 640 | 1.6 |
| " | CB68 | Radio Metro (Renard y Garcia Tello Ltda.) | 680 | 1.0 |
| " | CB111 | Carillo Henrique (Joaquin Venegas, Venegas Universidad Federico) | 1110 | 1.0 |
| " | CB118 | Cristobal Colon (Adriano Iz. y Reyes) | 1180 | 2.0 |
| Valparaiso | CB147 | "Radio Estacion Fundacion Santa Maria" (Fundacion Santa Maria) | 1470 | 0.25 |
| " | CE970 | Radio Cooperativa Vitalicia (Cia. Chilena de Comunicaciones, S. A.) | 9700 | 5.0 |
| " | CB103 | Radio Cooperativa Vitalicia (Cia. Chilena de Comunicaciones, S. A.) | 1030 | 10.0 |
| " | CB90 | Radio Sociedad Nacional de Agricultura (Soc. de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.) | 900 | 1.0 |

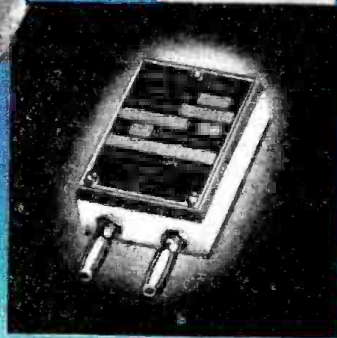
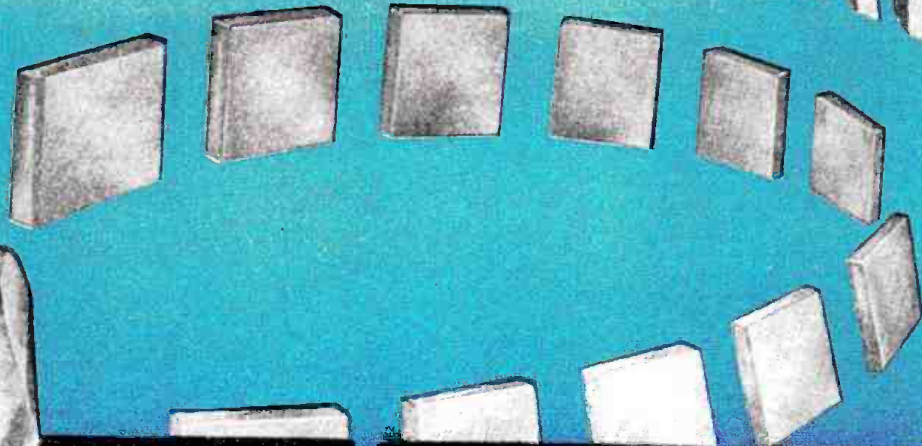
CHILE—(Continued)

| City | Call Letters | Station and Operator | Frequency In Kilocycles | Power In Kilowatts |
|------------|--------------|--|-------------------------|--------------------|
| Valparaiso | CB116 | Radio Caupolican (Patricio Edwards Lineros) | 1160 | 1.0 |
| " | CR120 | Presidente Prieto (Angel I. Prieto Andreas) | 1200 | 1.0 |
| " | CB124 | Radio de Valdivia (Ramon y Fernando Garcia y Cia.) | 1240 | 0.25 |
| " | CB132 | Radio Cochrane (Wallace y Cia.) | 1320 | 1.2 |

| COLOMBIA | | | | |
|---|--------------|---|-------------------------|--------------------|
| [Receiving Sets, 175,000. No Set Tax] | | | | |
| (Latest Estimate—200,000 Sets) | | | | |
| City | Call Letters | Station and Operator | Frequency In Kilocycles | Power In Kilowatts |
| Aguadas, Caldas | HJFJ | Voz de Aguadas (Roberto Florez) | 1500 | 0.025 |
| Armenia, Caldas | HJFI | Pregones del Quindio (Pregones del Quindio Ltda.) | 1540 | 1.5 |
| " | HJFH | La Voz de Armenia (Braulio Botero Londono) | 4875 | 0.75 |
| " | HJFM | La Voz de Comercio (Alfonso Toro V.) | 1210 | 1.0 |
| " | HJFG | La Voz del Comercio (Alfonso Toro V.) | 1245 | 0.5 |
| Barranquilla | HJAA | Alhucema Carbonell (Alfonso Rosales Navarero) | 1330 | 0.5 |
| " | HJAG | Emisora Atlantico (Emisora Atlantico, S. A.) | 4905 | 1.0 |
| " | HJAH | La Voz del Litoral (Julian Melendez) | 1050 | 1.0 |
| " | HJAI | La Voz de la Patria (Vassallo Hijos y Mendez) | 1870 | 0.25 |
| " | HJAK | Voz de la Patria (Vassallo Hijos y Mendez) | 1810 | 0.5 |
| " | HJAN | La Voz de Barranquilla (Elicer Velasco) | 1190 | 1.0 |
| " | HJAB | La Voz de la Victor | 4785 | 2.5 |
| " | HJAT | Radio Barranquilla (Delfina V. de Haayen) | 1275 | 1.0 |
| " | HJAS | Emisora Variedades (Miguel A. Ruiz) | 1500 | 0.6 |
| " | HJAJ | Voz. del Comercio (Julio Balderrama) | 1220 | 0.5 |
| Bogota | HJCB | Emisora Nueva Granada (Colombia Broadcasting, S. A.) | 1105 | 1.0 |
| " | HJCD | La Voz de Bogota (Gustavo Uribe Th.) | 6160 | 10.0 |
| " | HJCC | Radio Santa Fe (Luis E. Bernal) | 870 | 5.0 |
| " | HJCE | Radio Mundial (Manuel J. Gaitan) | 1220 | 1.0 |
| " | HJCF | Ecoss del Tequendama (Jorge Anez) | 6073 | 0.75 |
| " | HJCG | Nueva Granada (Roberto Ramirez) | 1060 | 1.0 |
| " | HJCH | Ondas de los Andes (Roberto Laignelet) | 1380 | 0.2 |
| " | HJCI | Emisora Sur America (Jesus M. Garcia) | 1380 | 0.12 |
| " | HJCK | Ministry Nat'l Economy (Ministerio de Economia Nacional) (Cul.) | 1290 | 0.5 |
| " | HJCM | Radio Difusora Nacional (Ministerio de Educacion, Colombian Government) | 970 | 0.5 |
| " | HJCN | Estacion del Senado (Cristobal Paez G. y Cia. Ltda.) | 1335 | 0.5 |
| " | HJCO | Radio Cristal (Cristobal Paez G. y Cia. Ltda.) | 1160 | 1.0 |
| " | HJCW | La Voz de Colombia (Cirpiano Rios Hoyos) | 4945 | 0.75 |
| " | HJCQ | Radio Continental (Jose Vincente Arias) | 4965 | 0.5 |
| " | HJCR | La Voz de la Victor (Manuel J. Gaitan) | 1200 | 5.0 |
| " | HJCT | Radio Bucaramanga (Gustavo Sorzano Jimenez) | 6260 | 2.5 |
| " | HJCY | Radio Santander (Francisco A. Bueno) | 1460 | 0.35 |
| " | HJCA | Ondas Bumanguesas (Francisco A. Bueno) | 720 | 5.0 |
| " | HJCB | Heriberto Quintero (Jorge E. Berrio) | 4855 | 1.0 |
| " | HJCC | La Voz del Puerto (Jorge E. Berrio) | 6018 | 0.75 |
| " | HJCD | Hernando Bueno (Sociedad Voces de Occidente) | 1040 | 2.5 |
| " | HJCE | Voz del Valle (Eduardo Cordoba) | 920 | 50.0 |
| " | HJCF | Radio Libertador (Rafael Angulo) | 810 | 2.0 |
| " | HJCG | Radio Cali (Jose T. Calderon N.) | 810 | 0.35 |
| " | HJCH | La Voz de Higueronia (Hernando Bueno) | 4895 | 1.0 |
| " | HJCI | Radio Sport | 1130 | 1.0 |
| " | HJCK | Radio Pacifico (Cesar Mendoza Mazueru) | 4775 | 2.5 |
| " | HJCL | Radio Cultura (Alfonso Mesa Vargas) | 1280 | 0.5 |
| " | HJCM | Radio Palmira (Arturo Salazar) | 1360 | 1.0 |
| Buenaventura | HJES | Heriberto Quintero (Jorge E. Berrio) | 1525 | 0.07 |
| " | HJEW | La Voz del Puerto (Jorge E. Berrio) | 1355 | 0.25 |
| Buga | HJEI | Hernando Bueno (Sociedad Voces de Occidente) | 1410 | 0.1 |
| " | HJEP | Voz del Valle (Eduardo Cordoba) | 1485 | 0.5 |
| Cali | HJEB | Radio Libertador (Rafael Angulo) | 1150 | 1.0 |
| " | HJED | Radio Cali (Jose T. Calderon N.) | 4825 | 1.0 |
| " | HJEC | La Voz de Higueronia (Hernando Bueno) | 1000 | 0.5 |
| " | HJEE | Radio Sport | 1000 | 0.5 |
| " | HJEF | Radio Pacifico (Cesar Mendoza Mazueru) | 1340 | 0.5 |
| " | HJEG | Radio Cultura (Alfonso Mesa Vargas) | 1260 | 0.5 |
| " | HJEH | Radio Palmira (Arturo Salazar) | 1395 | 0.5 |
| " | HJEM | Radio Palmira (Arturo Salazar) | 4865 | 2.5 |
| " | HJEN | Radio Palmira (Arturo Salazar) | 1370 | 0.5 |
| " | HJEM | Radio Palmira (Arturo Salazar) | 1510 | 0.5 |

(Continued on Page 436)

PREMIER CRYSTALS



TYPES 180C, 180G, 180P



TYPES 150C, 150G



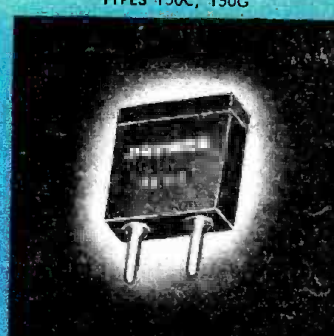
TYPES 80C, 80G



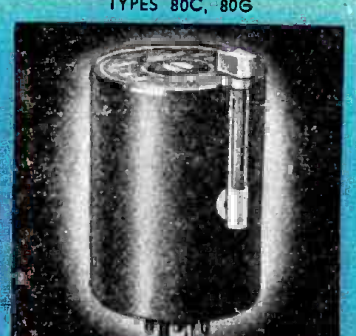
TYPE 185P



TYPE PL7



TYPES PL2(7)-A, B, C, D & E



TYPES 501CT, 501GT



TYPE PL11



TYPES PL211-A, B, C, D & E

Every PREMIER CRYSTAL is backed by fifteen years' research and engineering development in the art of Crystal manufacture. PREMIER HOLDERS . . . unique in design . . . unexcelled in quality . . . are recognized as "Standard" by many Government departments, as well as most of the large radio equipment manufacturers.



PREMIER CRYSTAL LABORATORIES, INC.

MANUFACTURERS OF RADIO AND ELECTRICAL APPARATUS
OPTICAL AND PIEZO CRYSTALS—PRECISION CRYSTAL HOLDERS
59 PARK ROW (PULITZER BLDG.) NEW YORK 7, N. Y.

COLUMBIA—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|------------------------------|--------------|---|-------------------------|--------------------|
| Cartagena | HJAE | La Voz de los Laborat Fuentes (Laboratorios Fuentes, S. A.) | 4965 | 0.6 |
| " | HJAF | El Progreso Cartagenero | 1240 | 0.36 |
| " | HJAP | Radio Cartagena | 4925 | 0.75 |
| " | HJAR | (Lequerica Hermanos) | 1400 | 0.3 |
| Cartago, Valle del Cauca | HJEO | Aires del Palatino (Daniel Dozman) | 1230 | 0.5 |
| Cienaga, Magdalena | HJBE | Ondas del Magdalena (Elvira de Pereira) | 1460 | 0.25 |
| Cucuta, Norte de Santander | HJBB | La Voz de Cucuta | 4815 | 1.5 |
| " | HJBC | (Pompilio Sanchez) | 1270 | 1.0 |
| Girardot, Cundinamarca | HJCL | Radio Girardot (Carlos J. Sanchez G.) | 1460 | 0.5 |
| " | HJCV | Antonio Useche R. | 1430 | 0.1 |
| Ibague | HJFC | Vicente Gaitan Rondon | 1500 | 0.1 |
| " | HJFL | Ondas de Ibague (Luis E. Martinez) | 1440 | 0.25 |
| " | HJFP | Cultural (Mario Cadavid) | 1550 | 0.075 |
| Libano, Tolima | HJFO | Hector Enrique Giraldo | 1520 | 0.05 |
| Magangué, Bolivar | HJAC | Manuel Agustin Varela | 1420 | 0.1 |
| Manizales | HJFB | Cia. Radio Manizales | 6105 | 1.0 |
| " | HJFD | (Francisco Jaramillo Alberto Hoyos A.) | 1390 | 1.0 |
| " | HJFX | Emisora Electra | 600 | 1.0 |
| Medellin | HJDA | Emisora Siglo XX (Humberto Restrepo A.) | 1285 | 0.5 |
| " | HJDC | Ecos de la Montana (Francisco Cuartas) | 1360 | 0.6 |
| " | HJDX | | 4795 | 0.6 |
| " | HJDE | Voz de Antioquia (Luis Ramos) | 6145 | 10.0 |
| " | HJDK | | 1250 | 0.75 |
| " | HJDL | Eclivir Broadcasting (Jaime Tobon R.) | 1480 | 0.5 |
| " | HJDM | Radio Cordoba | 1520 | 1.0 |
| " | HJDO | Emisora Claridad | 1320 | 0.75 |
| " | HJDP | (Fernando Restrepo Alvarez) | 4885 | 2.5 |
| " | HJDR | Voz del Triunfo (Ramirez y Cia. Ltda.) | 1380 | 0.3 |
| " | HJDT | Radio Nutibara Ltda. (Alfonso Jaramillo) | 1150 | 0.25 |
| " | HJDU | Cultural (Universidad de Antioquia) | 1490 | 0.25 |
| Monteria | HJAL | Emisora Arsenipur (Julio Cesar Patino) | 1465 | 0.5 |
| " | HJAM | Ondas del Sino (Julio A. Sanchez) | 1210 | 0.251 |
| Neiva | HJFN | Heliodora Tamayo | 1420 | 0.1 |
| Ocana | HJBF | Voz de Ocana (Luis Linero) | 1525 | 0.1 |
| Palmira, Valle | HJEJ | Radio Armonias del Palmar (Rafael Angulo) | 1460 | 0.5 |
| " | HJEQ | Ondas de Palmira (Regulo Benitez) | 1180 | 0.5 |
| Pamplona, Norte de Santander | HJBA | Gonzalo Vargas | 1400 | 0.1 |
| Pasto | HJHA | Radio Narino (Sociedad Radio Narino) | 1350 | 0.35 |
| " | HJHB | Ecos de Pasto (Hernando Bueno) | 1170 | 0.5 |
| Pereira | HJFA | La Voz de Pereira (Cesar & Mario Arango M.) | 6054.3 | 0.75 |
| " | HJFE | Radio Quirama | 1470 | 0.499 |
| " | HJFK | La Voz Amiga (Antonio J. Giraldo C y Hijo) | 6097 | 2.5 |
| " | HJFF | Ondas del Utun (Antonio J. Giraldo C. y Hijo) | 1350 | 1.0 |
| " | HJFQ | La Voz del Pueblo (Marceliano Ossa M.) | 1120 | 0.5 |
| Popayan | HJEA | Radio Colonial (Jesus Hernandez Hormaza B.) | 1500 | 0.8 |
| " | HJEG | Voz Belalcazar (Mercedes M. de Valencia) | 1450 | 0.3 |
| Quibdo | HJDG | Intendencia del Choco Cultural | 4805 | 0.5 |
| Santa Marta | HJBH | Radio Magdalena (Manuel C. Conde) | 1410 | 0.5 |
| " | HBJJ | Radio Santa Marta (Julio A. Sanchez) | 1140 | 0.5 |
| Santander, Cauca | HJEH | Radio Cultural (Escuela Rafael Tello) | 1550 | 0.025 |
| Sevilla, Valle | HJET | Radio Sevilla (Daniel Benitez) | 1510 | 0.25 |
| Tacaima, Cundinamarca | HJCP | La Voz del Santuario de San Jacinto (Ruperto Aguilera Leon) | 1530 | 0.25 |
| Tulua, Valle de Cauca | HJEK | Radio Tulua (Eduardo Gardeazabal) | 1430 | 0.1 |
| Tunja, Boyaca | HJGA | Radio Boyaca (Pedro Martinez) | 1425 | 0.25 |

ECUADOR

[Receiving Sets, 20,000. Set Tax, 10 Suces]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------|--------------|--|-------------------------|--------------------|
| Ambato | HCIVT | Voz de Tungurahua (I Municipio de Ambato) | 6550 | 0.1 |
| Babahoyo | HCICH | | | 0.2 |
| Cuenca | HCIAO | La Voz de Tomebamba (Octavio Espinosa and JosI Heredia Crespo) | 4200 | 0.18 |
| " | HCICC | Congreso Eucaristico (Comunidad Salesiana) | 7461 | 0.004 |

ECUADOR—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|------------|--------------|---|-------------------------|--------------------|
| Guayaquil | HC2CM | "Iman" | 7220 | 0.2 |
| " | HC2BA | "La Voz del Guayas" | 1500 | 0.2 |
| " | HC2BC | "Radio Portena" | 1100 | 0.2 |
| " | HC2CW | Ondas del Pacifico (Alfonso Vilnot) | 950 | 0.025 |
| " | HC2OAD | La Voz del Alma (Odalia Aruz de Garcia) | 9400 | 0.2 |
| " | HC2AJ | Cia. Radiodifusora del Ecuador | 900 | 0.2 |
| " | HC2AK | (Luis Alcivar Elizalde) | 1050 | 1.0 |
| " | HC2JSB | Radiodifusora of Ecuador (Rafael Cuellos) | 1260 | 0.2 |
| " | HC2RB | La Voz del Litoral (Eric Williams) | 7854 | 0.3 |
| " | HC2ET | Diario del Telegrapho (Jose Santiago Castillo) | 1250 | 0.1 |
| " | HC2AU | Radio Atalaya (Augusto Alvarado Olea) | 9200 | 0.3 |
| " | HC2RL | Quinta Piedad (Roberto Levy) | 1181 | 0.1 |
| " | HC2AN | Radio Cenit (Washington Delgado Cepeda) | 1350 | 0.2 |
| " | HC2AQ | Radio Ortiz (Rigoberto Ortiz Vermeo) | 6645 | 0.2 |
| Ibarra | HC1IM | La Voz de Imbabura (I. Municipio de Ibarra) | 1300 | 0.2 |
| Loja | HC3SC | "Coro de Santa Cecilia" (F. Montero Carrison) | 1450 | 0.25 |
| Portoviejo | HC1B4 | La Voz de Manabi (Clarence W. Jones) | 4020 | 0.3 |
| Quito | HC4FA | La Voz de Los Andes (Clarence W. Jones, Dir. Owner-World Missionary Radio Fellowship, Inc.) | 6700 | 0.3 |
| " | HC1B | | 3645 | 0.05 |
| " | HC1A | | 7244 | 0.2 |
| " | HC1A | | 12455 | 10.0 |
| " | HC1A | | 9978 | |
| " | HC1A | | 7285 | |
| " | HC1A | | 4107 | 0.2 |
| " | HC1A | | 974 | |
| " | HC1A | | 28040 | 1.0 |
| " | HC1A | | 7068 | |
| " | HC1A | | 14200 | |
| " | HC1A | | 27850 | 0.2 |
| " | HC1A | | | 1.0 |
| " | HC1A | | | 1.0 |
| " | HC1PM | El Palomar (Leonardo Ponce) | 5795 | 0.15 |
| " | HCOR | Radio Quito "La Voz de la Capital" (Carlos Mantilla) | 1330 | 0.3 |
| " | HCQ1RX | | 5970 | 0.3 |
| " | HC1GQ | Nariz de! Diahlo (Ferrocarril del Sur) | 3710 | 0.08 |
| " | HC1BS | "Voz de la Victoria" (Sr. Cesar Mantilla) | 1304 | 0.25 |
| " | HC1BT | | 9350 | 0.25 |
| " | HCK | Radio Nacional | 5885 | 0.3 |
| " | HC1CG | Radio Oriente Ecuatoriano (Miguel Angel Gonzales Paez) | 7874.6 | 0.2 |
| " | HC1BF | Radio Commercial | 7265 | 0.3 |
| " | HC1BD | (Adriano Jaramillo) | 1111 | 0.2 |
| " | HC1AB | Luz de America (Spanish Falangist (Mgr.) Enrique Arroyo) | 1280 | 0.2 |
| " | HC1AD | Radio Juventud (Cia. Interandina de Broadcasting) | 1600 | |
| " | HC1CT | Escuela Central Tecnica | 1410 | 0.25 |
| Riobamba | PRADO | El Prado | 3700 | 0.2 |
| " | | | 6618 | 0.5 |

PARAGUAY

[Receiving Sets, 14,500. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------|--------------|---|-------------------------|--------------------|
| Asuncion | ZPA1 | Radio National | 6300 | 3.0 |
| " | ZP1 | | 1360 | 0.5 |
| " | ZP4 | Radio Continental (Iserr y Scarello) | 730 | 0.1 |
| " | ZP8 | | 11850 | 0.1 |
| " | ZP6 | Radio Livieres (Emilio Jordan Livieres) | 1300 | 0.1 |
| " | ZP9 | Radio La Capital (Atilio Bejae) | 970 | 0.8 |
| " | ZP10 | Radio Guarani (Dr. Franco y H.) | 1390 | 0.1 |
| " | ZP11 | Radio Charitas (Pbo. Luis Lavorel) | 1200 | 0.5 |
| " | ZP13 | Julio Picossi Villagra | 1430 | 0.1 |
| " | ZP17 | Radio Electra (Jose Hanemann) | 1030 | 0.1 |
| " | ZPA3 | Radio Teleco | 11877 | 1.2 |
| " | ZP3 | (Teleco Paraguaya, S. A.) | 700 | 10.0 |
| Encarnacion | ZP5 | Radio Encarnacion | 920 | 5.0 |
| " | ZPA5 | (Phillips Argentina, S. A.) | 11950 | 2.5 |
| Villarica, Guaira | ZP14 | Friedmann Hermanos | 11721 | 1.0 |
| " | | | 11725 | |
| " | ZP15 | | 700 | 0.2 |
| " | ZP6 | Radio Livieres (Emilio Jordan Livieres) | 1300 | 0.1 |

PERU

[Receiving Sets, 83,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------|--------------|---------------------------------------|-------------------------|--------------------|
| Arequipa | OAX6B | Radio Landa (Maximo J. Landa) | 6035 | 0.15 |
| " | OAX6C | Radio Continental (J. Antonio Umbert) | 1370 | 0.3 |
| " | OAX6E | | 6055 | 0.3 |
| " | OAX6A | Radio Arequipa (Jorge E. Olazaboi) | 6050 | 0.25 |

(Continued on Page 438)

Here's an ESSENTIAL TOOL for Radio-Electronic Engineers, Designers, Equipment Builders, Manufacturers...



● Why essential? That's a big statement. Let us qualify:

This new Aerovox Catalog contains that information which is essential to those who design and build radio-electronic equipment. Here is general and specific engineering data on capacitors and their applications; detailed specifications on various types; listings of recommended types and ratings; special notes covering special features and special types; color codes; etc.

For greater convenience, the catalog is divided into four sections, each with its tab-indexed cover. These sections comprise Mica Capacitors, Application Engineering Data, Paper Capacitors, Electrolytic Capacitors. The plastic binding permits pages to lie absolutely flat.

In preparation for a year and a half—involving widespread gathering of data and intensive compilation—this combination manual-catalog represents an outstanding contribution to the working library of the radio-electronic engineer and executive. It was prepared BY engineers FOR engineers; contains absolutely no advertising—just information on capacitance and capacitors. And because of cost, its circulation is strictly limited to engineers and executives.

● Write for Your Copy...

If you are engaged in designing or building radio-electronic equipment of recognized standing, write on your business letterhead for your registered copy. Also submit your capacitor problems and requirements for our collaboration.



Capacitors

INDIVIDUALLY TESTED

AEROVOX CORPORATION, NEW BEDFORD, MASS., U. S. A.

SALES OFFICES IN ALL PRINCIPAL CITIES

Export: 13 E. 40 St., New York, 16, N. Y. • Cable: 'ARLAB' • In Canada: AEROVOX CANADA LTD., HAMILTON, ONT.

PERU—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------|---|--|---|--|
| Callao | OAX4C | Radio Callao (Sociedad Comercial Urteaga y Couralegui) | 1160 | 0.3 |
| Chiclayo | OAX1A | Radio Delcar (J. Carlos Montjoy) | 6150 | 0.2 |
| Cuzco | OAX7A | Radio Cuzco (Carlos Lizarraga) | 6128 | 0.1 |
| Huancayo | OAX4P | Radio Huancayo (Alfredo Elejalde Granados) | 6020 | 0.25 |
| Huanuco | OAX3A | Radio Huanuco (Victor Priano) | 6115 | 0.35 |
| Ica | OAX5B OAX5C | Radio Universal (Luis de los Heros) | 1460 9590 | 0.20 0.15 |
| Lima | OAX4H OAX4F OAX4B OAX4G OAX4Z OAX4A OAX4T OAX4R OAX4E OAX4K OAX4I OAX4J OAX4L | Radio Mundial (Ronald y Cia.) Radio Lima (Bollivar y Carcovich) Radio Nacional (Gobierno del Peru) Radio Central (Juan Pablo Goicochea) Radio Internacional, S. A. (Antonio Vasquez) Radio Miraflores (Clemeante Palma) | 6095 1080 1200 6190 6082 854 9562 15150 960 9545 1320 9520 1250 | 1.0 0.25 0.25 0.25 15.0 10.0 10.0 15.0 0.2 0.25 0.25 0.2 0.3 |
| | OAX4V OAX4W OAX4U | Radio America (Cia. Peruana de Radiodifusion, S. A.) | 5990 9490 1030 | 1.5 1.5 5.0 |
| Trujillo | OAX2A | Radio Rancho Grande (Rafael Larco Herrera) | 6000 | 0.25 |

URUGUAY

[Receiving Sets, 125,000. No Set Tax]

(Latest Estimate—200,000 Sets)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|-------------------|----------------------|---|---------------------------------------|----------------------------|
| Canciones | CW57 | Radio Montevideo (Julio J. Rabassa) | 1470 | 0.3 |
| Carmelo, Colonia | CW7 | Radio Carmelo (Alberto Pablo Brouard) | 640 | 0.25 |
| Colonia, Colonia | CW1 | Radio Popular (Raul Montellano and Ricardo Bernotti) | 550 | 4.5 |
| | CXA8 CXA14 | Radio Real de San Carlos (Jaime Yankelevich) | 11840 6065 | 8.0 1.0 |
| Durazno | CW25 | Radio Durazno (Artola, Evangelisti y Cia.) | 1430 | 0.5 |
| Canelones | CW3 | Radio Rural del Uruguay (Diario Rural, S. A.) | 580 | 0.3 |
| | CW33 | Radio Difusora Florida (Omar F. Barreiro) | 1200 | 0.075 |
| Maldonado | CW51 | Radio Maldonado (Hector Lamaison) | 1560 | 0.5 |
| Melo, Cerro Largo | CW47B | Jose Fernandez Eiriz | 1510 | 0.1 |
| | CW53 | Ruben D. Lucas | 1580 | 0.25 |
| Minas | CW43 | Radio Lavalleja (Juan R. Volante) | 1420 | 0.5 |
| Montevideo | CX34 | Radio Artigas (A. Canepa y Cia.) | 1210 | 0.5 |
| | CX26 | Radio Uruguay (A. Canepa y Cia.) | 1050 | 2.0 |
| | CX50 | Radio Nativa (Bernardino Ayala) | 1530 | 0.3 |
| | CX20 | Radio Montecarlo (Dr. Carlos L. Romay) | 930 | 0.3 |
| | CX32 | Radio Aguila (Compania Uruguaya de Publicidad, S. A.) | 1170 | 0.52 |
| | CX18 | Radio Libertad (Difusoras El Espectador Limitada) | 890 | 5.0 |
| | CX4 | Seccion Informacion y Ensenanza de the Direccion de Agronomia | 610 | 5.0 |
| | CX46 | Radio America (Guzman Bertacchi) | 1450 | 1.5 |
| | CX22 | Radio Universal (Harispuru Hermanos) | 970 | 1.5 |
| | CX42 | Tribuna Sonora (Hector Vernazza) | 1370 | 0.5 |
| | CX44 | Radio Monumental (Julio J. Rabassa) | 1410 | 0.25 |
| | CX40 CXA21 | Radio Fenix (Julio J. Rabassa) | 1330 6170 | 0.5 1.0 |
| | CX12 | Radio Oriental (Luis A. Artola) | 770 | 5.0 |
| | CX24 | Radio La Voz del Aire (Dif. Radio Electrica del Plata, S. A.) | 1010 | 5.0 |
| | CX8 | Radio Jackson (Ramon Puyal y Gazanto) | 690 | 0.5 |
| | CX16 | Radio Carve (Dif. Radio Electrica del Plata, S. A.) | 850 | 50.0 |
| | CX36 | Centenario Broadcasting (Vasquez y Walder) | 1250 | 0.25 |
| | CX48 | Radio Femenina (Vasquez y Cia.) | 1490 | 1.5 |
| | CX28 | Radio Imparcial (Walfrido Figueira Moran) | 1090 | 3.0 |
| | CXA1 (Portable) | Estacion Oficial (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.) | 6200 | 0.05 |
| | CXA11 (Projected) | Estacion Oficial (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.) | 27000 | 2.5 |
| | CXA4 | Estacion Oficial (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.) | 6125 | 5.0 |
| | CX6 CXA6 CXA10 | Estacion Oficial (Servicio Oficial Difusion Radio-electric—Uruguayan Gov't.) | 650 9620 9620 11900 15300 | 25.0 0.2 0.2 20.0 |

URUGUAY—(Continued)

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|-------------------------|--|-------------------------|--------------------|
| Montevideo | CXA18 | | 15300 | 2.5 |
| | CX38 | | 1290 | 5.0 |
| | CXA22 CXA23 CXA24 | Estacion Oficial (Projected) (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.) | 29500 43600 58000 | 2.5 |
| | CX30 CXA30 | Radio Nacional (Silva y Larrea) | 1130 6035 | 1.0 1.0 |
| | CX10 CXA3 | Radio Ariel (Sr. Luis Batlle Berres) | 730 6075 | 1.0 1.0 |
| | CXA19 CX14 | Difusoras El Espectador Ltda. (Portable) | 11705 810 | 4.0 15.0 |
| | CXA14 | Difusoras El Espectador Ltda. | 10000 | 0.02 |
| | CW47 CXA9 | Julio J. Rabassa (Difusoras El Espectador, Ltda.) | 1470 15345 | 0.4 4.0 |
| Paysandu | CW35 | Paysandu Broadcasting (Alfonso M. Ordoqui) | 1240 | 0.25 |
| | CW39 | La Voz de Paysandu (Miguel Penna) | 1320 | 0.1 |
| Rivera | CW19A | Radio Charrua (Jorge Downton Garcia) | 1840 | 0.06 |
| | CW43B | Radio Internacional (Walfrido Figueira Moran) | 1480 | 0.75 |
| Rocha | CW19 | Radio Difusora Rochense (Abel Machado) | 1840 | 0.05 |
| Salto | CW23 | Radio Cultural (Domingo Giordano) | 820 | 0.25 |
| | CW27 | Radio Tabare (Sr. Luis Batlle Berres) | 660 | 0.25 |
| | CW31 | Salto Broadcasting (Salvador E. Pera) | 1120 | 0.25 |
| San Jose | CW47A | Radio Welcome (Pasola Rios y Tiboni) | 1510 | 0.1 |
| | CW41 | Broadcasting San Jose (Pedro Bruccoleri) | 1360 | 0.05 |
| Soriano | CX52 | Radio Litoral de Soriano (Anibal Frabasil, Juan Orlando Kelly, Jose Pedro Irigaray, Florencio Donato, Montero) | 1570 | 0.05 |
| | CW46B | Liceo de Dolores (Roberto Taruselli) | 1460 | 0.05 |
| Tacuarembó | CW46A | Difusora Zorrilla de San Martin (Luis S. Dini) | 1400 | 2.0 |
| Treinta y Tres | CW45 | Radio Trienta y Tres (Marroche y Lacurcia) | 1390 | 0.25 |

VENEZUELA

[Receiving Sets, 100,000. No Set Tax]

| City | Call Letters | Station and Operator | Frequency in Kilocycles | Power in Kilowatts |
|----------------|--|--|--|---|
| Alcarigua | YV3RF | La Voz del Llano (Pausides Sigala) | 3490 | 0.104 |
| Barcelona | YV6RC YV6RE | Emisoras Unidas (L. J. Arreaza A.) | 3450 1080 | 1.5 0.193 |
| Barquisimeto | YV3RE YV3RN YV3RS YV3RO YV5RA YV5RN | Radio Barquisimeto (Almirante Segura) Radiodifusora Occidental (Sr. Rafael Angel Segura) Radio Caracas C. A. Almacen Americano | 1475 4990 3490 1270 980 4920 | 0.775 0.3 0.6 0.65 8.45 5.0 |
| Caracas | YV5RB YV5RM YV5RH | Radio Venezuela (Degwitz & Sibilitz) La Voz de la Patria (Mons. J. M. Fellin) | 790 4890 710 720 | 5.0 5.0 1.0 0.97 |
| | YV5RX YV5RG YV5RU | Ondas Populares (Gonzalo Veloz Mancera Cia., S. A.) | 3500 1010 4860 | 1.5 0.96 0.5 |
| | YV-KC YV5RI YV5RY YV5RL YV5RW YV5RQ YV5RS YV5RA YV6RU YV1RY YV1RW YV5RZ YV6RV YV1RC YV1RT YV1RD YV1RU YV1RF YV1RX YV1RK YV1RL YV1RV YV1RA YV4RK YV4RL YV2RC | Gobierno Nacional Radio Continente (O. Vicentelli) Radio Tropical (Ponce & Benzo) Radio Libertador Ecos del Orinoco (E. Torres Valencia) Radio Coro (Roger Leyba) Emisora Vargas (Carlos L. Perez) La Voz de la Fe (Pedro Bermudez) Radio Mara (L. G. Govan & Nouel) Ondas del Lago (N. Vale Quintero) Radio Popular (J. R. Higuera) Ecos del Zulia (Luis Garcia Nebot) Radio Maracay (Atilio Ormezzano) La Voz de la Sierra (Senores Quintero and Strause) | 6705 590 3880 1160 3400 882 3360 1400 4790 4770 1370 1050 4760 1400 3370 1150 3440 1120 4800 4200 4800 4750 1300 3890 1430 3420 | 1.0 2.5 1.0 1.98 0.75 1.15 1.182 2.1 0.68 0.96 0.3 0.193 0.5 1.05 0.52 1.0 0.2 1.0 0.55 2.0 4.37 0.3 0.3 0.09 0.465 0.25 0.32 |
| Puerto Cabello | YV4RQ | Radio Pto. Cabello (Rafael Segura) | 3480 | 0.885 |
| San Cristobal | YV2RB YV2RN YV1RO YV1RC YV1RD YV4RO YV4RE YV4RP YV1RZ | La Voz del Tachira (J. M. Diaz Gonzalez) Radio Trujillo (Pedro J. Torres) La Voz de Carabobo (Guillermo Degwitz) Radio Valencia (Miguel Ache) Radio Valera (Pedro Flores J.) | 980 4830 3310 3310 1350 4780 1400 3460 4840 | 0.325 0.2 0.625 2.0 0.88 0.3 1.138 1.0 0.3 |
| Trujillo | YV1RZ | Radio Valera (Pedro Flores J.) | 4840 | 0.3 |
| Valencia | YV4RE YV4RP YV1RZ | Radio Sucre (L. J. Arreaza A.) Radio Cultura (G. Veloz Mancera) (Under Construction) | 1200 3470 1100 3300 | 0.75 0.5 |
| Cumana | YV7RA YV7RB YV5RC YV5RO | Radio Sucre (L. J. Arreaza A.) Radio Cultura (G. Veloz Mancera) (Under Construction) | 1200 3470 1100 3300 | 0.75 0.5 |

Radio Reference Books and Publications

Editor's Note: Due to space limitations, the cumulative bibliography published in previous Yearbooks is suspended. This listing is designed to cover only the periodicals in radio and the advertising fields, selected works on radio advertising and listener data. The bibliography was prepared specially for BROADCASTING by Frances Sprague, general librarian of NBC, and is necessarily abridged to include only a representative selection.

LISTENER AND MARKET DATA

CHILDREN'S RADIO PROGRAM PREFERENCES. BLUE Network Co. 1943. Short summary of a survey on listening hours and preferred program types based on information from more than 3,000 children of school age in Eastern, Mid-Western and Southern sections of the U. S.

FACTS ABOUT SUMMER BROADCAST ADVERTISING. NBC. 1940. Brief study of why summer radio advertising is worth while.

THE IMPACT OF WAR ON AMERICAN FAMILIES, MEASURED ONE YEAR AFTER PEARL HARBOR. Survey conducted by Crossley, Inc., for Life Magazine. April 1943. Radio ownership and operation by economic levels, city size, geographic regions, for all families, armed force and non-armed force families, war worker and non-war worker families. Statistics on car ownership, occupations, incomes, etc.

INVASION FROM MARS. By Hadley Cantril. Princeton U. Press. 1940. A study of the psychology of listener reactions following the above broadcast.

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE U. S. Sections 1-4. Pub. by NBC and CBS. Feb. 1939. Comprehensive survey.

THE KANSAS RADIO AUDIENCE OF 1944. By F. L. Whan. Topeka. Kansas. WIBW. 1944. Brings former studies up-to-date, and includes new interesting preferences brought out by questions on present-day problems.

THE 1944 IOWA RADIO AUDIENCE SURVEY. By F. L. Whan. Des Moines, Iowa. Central Broadcasting Co. 1944. The 7th annual study of their radio listening habits.

THE OKLAHOMA RADIO AUDIENCE OF 1944. By F. L. Whan. WKY. Oklahoma City. 1944. Over 6000 families were interviewed in the preparation of this study of listening hours and habits, program and station preferences.

THE POST-WAR PLANS OF KANSAS FAMILIES (1944). By F. L. Whan. Topeka. Kansas. WIBW. 1944. Advance report of the Kansas Radio audience survey, containing data on preferences for future radio sets; occupational plans; savings, etc.

RADIO AUDIENCE MEASUREMENT. By M. N. Chappell and C. E. Hooper. Stephen Daye, N. Y. 1944. This volume gives a detailed analysis of all the various means of radio listener measurement, from the earliest methods to recent coincidental and recall forms. Charts and tables are included.

RADIO MARKET DATA HANDBOOK. NAB Research Dept. Nat. Assn. of Broadcasters. 1943. A 260-page manual of market data of value to radio stations and users of broadcast time.

RADIO RESEARCH. 1941. Ed. by P. F. Lazarsfeld and F. N. Stanton. Duell, Sloan & Pearce. 1941. Six studies dealing with programs, listeners, and their relationship. Prepared under the auspices of Columbia University's Office of Radio Research.

RADIO RESEARCH, 1942-43. Ed. by P. F. Lazarsfeld and Frank Stanton. Duell, Sloan & Pearce. 1944. Daytime serials, radio listener research in U. S. and Great Britain, the psychology of radio commercials, are among many subjects analyzed in considerable detail.

A STUDY OF FM LISTENING WITH PARTICULAR REFERENCE TO FM STATION WINY. WOR. 1942. A study of the FM listener in the N. Y. area, his income, listening habits and preferences.

A SURVEY OF BRAND CONSCIOUSNESS AND BRAND USAGE IN NORTH-EASTERN OHIO AMONG MIDDLE-INCOME URBAN AND RURAL HOUSEWIVES OF 14 SELECTED HOUSEHOLD PRODUCTS. By H. D. Wolfe. Kent State U., Kent, Ohio, 1941. Personal interview method. Sample question "What influenced you to buy this brand?" Deals with influences such as radio, magazines, dealer advice, etc.

A SURVEY OF DAYTIME RADIO LISTENING HABITS. Conducted by Foote, Cone & Belding, for the BLUE Network Co. May 1943. A nationwide personal interview survey in 77 cities, towns, and on farms resulted in this study of radio listener habits, together with a history of daytime serials and the trend of their popularity.

SURVEY OF RADIO LISTENERS IN LOUISIANA. By E. A. Schuler. Louisiana State U., Baton Rouge, 1943. Although data was secured primarily for use in educational projects, this survey is extensive and useful in study of listening habits. Charts, maps and tables.

SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING. By Hertha Herzog. Office of Radio Research, Columbia U. 1941. A survey of literature on children's (6-18) listening habits—age peak of listening, program preferences, reactions, etc.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. The Cooperative Analysis of Broadcasting, 1939. History of network programs, plus ratings in chart and table form.

U. S. RADIO OWNERSHIP, BY COUNTIES. 1940-1944. Columbia Broadcasting System. 1944. Total families, radio families and percentages based upon careful approximations after study of Census and other population figures, and research into population shifts, war migrations, etc.

RADIO ADVERTISING STATISTICAL SERVICES

CAB ANALYSIS OF THE USE OF RADIO SETS—Oct. 1943-Apr. 1944. Cooperative Analysis of Broadcasting. Analyzes the daily use of radios by set owners, comparing the use of radio sets geographically.

CAB AUDIENCE COMPOSITION. Cooperative Analysis of Broadcasting. Four reports a year on audience break-down.

CAB BRAND IDENTIFICATION REPORT. Cooperative Analysis of Broadcasting. Specialized report issued eight times a year.

CAB PROGRAM AUDIENCES AND LISTENING HABITS—RURAL VERSUS CITIES. Basic Area. Spring 1941. Cooperative Analysis of Broadcasting. Comparison of commercial program ratings in 22 interviewing cities and surrounding rural areas.

CAB PROGRAM REPORT. Cooperative Analysis of Broadcasting. A semi-monthly report giving program ratings and sets in use data, based on expanded list of 81 cities, selected as a representative sample.

CAB RADIO PROGRAM AUDIENCES. Oct. 1943-April 1944. Cooperative Analysis of Broadcasting. Analysis of commercial program ratings by type and length of program, geographic divisions and income groups.

CAB STATION AUDIENCES. Cooperative Analysis of Broadcasting. Oct. 1942-April 1943. An annual report indicating the relative standing of the leading broadcasting stations in each of 33 cities.

EXPENDITURES OF NATIONAL ADVERTISERS IN NEWSPAPERS, MAGAZINES, FARM JOURNALS AND CHAIN RADIO IN 1943. Figures comp. by Media Records Inc., and issued by American Newspaper Publishers Assn. Expenditures listed by individual company.

HOOPERATINGS, COMPREHENSIVE. C. E. Hooper, Inc. Mid Winter 1944. Includes 32-city Network Hooperatings, network station city Hooperatings, and U. S. urban Hooperatings. Based on sample of 89 cities over 25,000 population.

HOOPERATINGS, CONTINUING MEASUREMENT OF RADIO LISTENING. (CITY LIST). C. E. Hooper, Inc. Separate studies of approximately 60 different cities showing program ratings, sets in use, and available audience.

HOOPERATINGS CHARTBOOK. C. E. Hooper, Inc. 4 times a year. Trends in size and distribution of sponsored network program ratings, trends by types of programs, broadcast hours, and share of audience.

HOOPERATINGS, NETWORK, DAYTIME (issued monthly) EVENING (issued semi-monthly). C. E. Hooper, Inc. These separate studies give program ratings, sets in use, sponsor identification, audience composition.

HOOPERATINGS, "PACIFIC" NETWORK. Monthly. C. E. Hooper, Inc. Program ratings, sets in use, audience composition.

HOOPERATINGS, "SECTIONAL." 3 times a year. C. E. Hooper, Inc. Program ratings, sets in use, available audience, for five geographic areas.

INDUSTRIAL SURVEYS. Industrial Surveys Co. Monthly surveys based on panel technique of programs heard regularly or occasionally.

NATIONAL RADIO RECORDS. Reports of spot radio advertising of individual companies.

NIELSEN RADIO INDEX SERVICE. A. C. Nielsen Co. Monthly analyses of subscribers' programs and ratings on all programs.

THE 100% YARDSTICK. New York Radio Station Audiences. Pulse of New York. Monthly measure of radio audience in N. Y. market area by using roster method and personal door-to-door interview.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau. Inc. 1936-date. A monthly service containing records of all network and spot expenditures of individual companies and by industrial classifications.

RADIO ADVERTISING

ADVERTISING MEDIA AND MARKETS. By Ben Duffy. Prentiss-Hall. 1939. Comprehensive practical study of all types of media.

A DECADE OF RADIO ADVERTISING. By H. S. Hettinger. U. of Chicago Press. 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

PRACTICAL RADIO ADVERTISING. By H. S. Hettinger and W. J. Neff. Prentice Hall. 1938. A complete account of radio advertising from the time a program is being considered until it is on the air.

RADIO AS AN ADVERTISING MEDIUM. By W. B. Dygert. McGraw-Hill. 1939. The entire aspect of radio for the advertiser is covered. Contests, popularity ratings, surveys, censorship, are treated.

RETAILING AND BROADCASTING. National Assn. of Broadcasters. 1943. Series of booklets: 1. Radio and retailing in 1943. 2. How to buy radio time. 3. The elements of a successful radio program. 4. How to promote your program (time preparation). 5. How to measure radio audiences.

SURVEY OF BROADCAST ADVERTISING, 92 DEPARTMENT STORES. Research Bureau for Retail Training. U. of Pittsburgh. 1941. Study of management reaction to radio advertising together with experience stories.

PERIODICALS: GENERAL

THE ADVERTISER. Monthly. The Advertiser Pub. Co., 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE. Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Pub. Co., Inc., 9 E. 38th St., N. Y.

BILLBOARD. Weekly. The Billboard Pub. Co., 25 Opera Pl., Cincinnati.

BROADCASTING. Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington 4, D. C.

FEDERAL COMMUNICATIONS BAR JOURNAL. Quarterly. Federal Communications Bar Assn., Munsey Bldg., Washington, D. C.

HEINL RADIO BUSINESS LETTER. Semi-weekly. 2400 California St., Washington, D. C.

INTERNATIONAL BROADCASTING UNION MONTHLY BULLETIN. 37, Quai Wilson, Geneva, Switzerland.

JOURNAL OF THE AER. Monthly except May through August. Assn. for Education By Radio, 228 N. LaSalle St., Chicago.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

LONDON CALLING. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

NAB REPORTS. Weekly. National Assn. of Broadcasters, 1760 N St., N. W., Washington 6, D. C.

NEWSDIGEST. Monthly. 2900 Tilden St., N. W., Washington, D. C.

PRINTERS' INK. Weekly. Printers' Ink Pub. Co., Inc., 205 E. 42nd St., N. Y.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton Univ., Princeton, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AND TELEVISION WEEKLY. Phonograph Publ. Co., Inc., 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42nd St., N. Y.

RADIO & TELEVISION RETAILING. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

RADIO SHOWMANSHIP. Monthly. Showmanship Publications, 1004 Marquette, Minneapolis, Minn.

RADIO-TELEVISION JOURNAL. Monthly. Kolbe Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

SALES MANAGEMENT. Semi-monthly. Sales Management, Inc., 386 Fourth Ave., N. Y.

TELEVISER. Quarterly. The Television Workshop of N. Y., 11 W. 42nd St., N. Y. 18.

TIDE. Semi-monthly. Tide Publishing Co., Inc., 232 Madison Ave., N. Y.

TUNE IN. Monthly. D. S. Publishing Co., Inc., 30 Rockefeller Plaza, N. Y.

VARIETY. Weekly. Variety, Inc., 154 W. 46th St., N. Y.

WESTERN ADVERTISING. Monthly. Ramsey Oppenheim Publications, 564 Market St., San Francisco.

TECHNICAL

BROADCAST NEWS. Radio Corp. of America, Camden, N. J.

BUFFER. Monthly. Fred U. Wamble. P. O. Box 1176, Missoula, Mont.

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRONIC ENGINEERING. Monthly. 43-44 Shoe Lane, London, E. C. 4.

ELECTRONIC INDUSTRIES. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y.

FM AND TELEVISION. Monthly. FM Co., 240 Madison Ave., N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., 38 LaSalle Rd., West Hartford, Conn.

RADIO. Monthly. Radio Magazines, Inc., 342 Madison Ave., N. Y.

RADIO NEWS. (Radio-Electronic Engineering Edition). Monthly. Ziff-Davis Pub. Co., 540 N. Michigan Ave., Chicago.

RADIO SERVICE-DEALER. Monthly. Cowan Pub. Corp., 342 Madison Ave., N. Y.

RADIO-CRAFT. Monthly. Radcraft Publications, Inc., 25 W. Broadway, N. Y.

TELEVISION. Monthly. Frederick Kugel Co., 153 W. 23rd St., N. Y. 11.

WIRELESS ENGINEER. Monthly. Iliffe & Sons Ltd., Dorset House, Stamford St., London, S. E. 1.

WIRELESS WORLD. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City 18. Telephone: Bryant 9-0430. Officers: Bruce Barton, chairman of board; J. M. Dawson, president; Earle Pearson, general manager.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Telephone: Lexington 2-7980. Officers: Frederic R. Gamble, president; Allen L. Billingsley, Fuller, Smith & Ross, Cleveland, chairman of the board; Richard Compton, Compton Advertising, New York, vice-chairman; John L. Anderson, McCann-Erickson, New York, secretary-treasurer. **Radio Broadcasting Committee:** A. K. Spencer, J. Walter Thompson Co., New York, chairman; Joseph Katz, The Joseph Katz Co., Baltimore; Arthur Pryor Jr., BBDO, New York; R. J. Scott, Schwimmer & Scott, Chicago; Chas. T. Ayres, Ruthrauff & Ryan, New York; L. T. Bush, Compton Advertising, New York; Walter Craig, Benton & Bowles, New York; T. F. Harrington, Ted Bates Inc., New York; Myron P. Kirk, Arthur Kudner Inc., New York; Dwight Mills, Kenyon & Eckhardt, New York; Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York; Mac Wilkins, Mac Wilkins & Cole & Weber, Portland, Ore.; C. Burt Oliver, Foote, Cone & Belding, Hollywood; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago. **Subcommittee, Radio Time Buyers:** Carlos Franco, Young & Rubicam, New York, chairman; Charles T. Ayres, Ruthrauff & Ryan, New York; Murray Carpenter, Compton Advertising, New York; Gordon Mills, Arthur Kudner Inc., New York; Linnea Nelson, J. Walter Thompson Co., New York; Helen Wilbur, Doherty, Clifford & Shenfield, New York; Frank Palmer, Kenyon & Eckhardt, New York; R. Van Norstrand, Benton & Bowles, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York 17. Telephone: Caledonia 5-2000. Officers: Linwood I. Noyes, president; William G. Chandler, vice-president; Norman Chandler, secretary; Edwin S. Friendly, treasurer; Cranston Williams, general manager. Branch offices: 360 N. Michigan Ave., Chicago 1. Telephone: Franklin 3746. George N. Dale, manager.

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St. W., Toronto 1, Ont. Telephone: Adelaide 8047. Officers: H. E. Stephenson, president; H. J. G. Jackson, L. E. Penner, N. B. Powter, George S. Bertram, vice-presidents; J. P. Lyons, treasurer; Athol McQuarrie, managing director. Directors: D. E. Bankart, C. W. Chamberlin, R. L. Sperber, George Stineback, H. T. Venning, Lee Trenholm, R. Harold Smyth, A. Usher, Muriel Whitlock.

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Telephone: Murray Hill 5-9167. Officers: Carleton Healy, Hiram Walker Inc., chairman of the board; J. P. Miller, Pet Milk Sales Corp., vice-chairman; C. C. Carr, Alcoa, vice-chairman; Paul B. West, president; Albert Brown, treasurer; E. T. Batchelder, secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—320 Bay St., Toronto, Ont. Telephone: Elgin 5351. Officers: J. W. Thain, A. McKim Ltd., president; T. L. Anderson, Cockfield-Brown & Co. Ltd., vice-president; Harry M. Tedman, J. J. Gibbons Ltd., treasurer.

CANADIAN FACTS—19 Melinda St., Toronto, Ont. Telephone: Adelaide 2067. John F. Graydon, president; Ethel O. Colwell, vice-president.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago 4. Telephone: State 5547. President: J. Lowell Lafferty; Executive Vice-President: Preston E. Reed.

NATIONAL RETAIL DRY GOODS ASSN.—101 W. 31st St., New York 1. Telephone: Pennsylvania 6-2155. Officers: Lew Hahn, general manager and treasurer; Edward N. Allen, president; Llewellyn Harries, manager, sales promotion div. Branch: Washington, D. C., Munsey Building.

PACIFIC ADVERTISING ASSOCIATION—Monadnock Bldg., San Francisco 5. Telephone: Garfield 6808. Officers: George Weber, president; Charles W. Collier, managing director; Lela M. Huey, executive secretary.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York. Telephone: Bryant 9-6990. President: Wm. L. Sweet. Secretary: Howard W. Dunk.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St. N. W., Washington 6, D. C. Telephone: National 1914. Officers: Dr. Frederick J. Cullen, Washington, executive vice-president; James Hill Jr., Sterling Drug Inc., New York, president; Charles P. Tyrrell, secretary-treasurer.

WAR ADVERTISING COUNCIL Inc.—11 W. 42nd St., New York 18. Telephone: Bryant 9-3641. Officers: Harold B. Thomas, chairman; Paul B. West, vice-chairman; William Reydell, vice-chairman; Kerwin H. Fulton, vice-chairman; Frederic R. Gamble, secretary-treasurer; Theodore S. Replier, executive director.

CONSULTING RADIO ENGINEERS

ANDREW Co.—363 E. 75th St., Chicago 19. Telephone: Triangle 4400. Officers: Victor J. Andrew, partner and manager; C. Russell Cox, chief engineer; Walter Kean, field engineer.

STUART L. BAILEY—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associate: C. M. Jansky Jr.

JOHN H. BARRON—Earle Bldg., Washington 4, D. C. Telephone: National 7757.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Talbot 4943.

COMMERCIAL RADIO EQUIPMENT Co.—Eastern Office: International Bldg., Washington 4, D. C. Telephone: District 1319. Everett L. Dillard, general manager; Kenneth M. Hollingworth, assoc. engineer. Midwest Offices: Porter Bldg., Kansas City, Mo. Telephone: Logan 8821. Robert F. Wolfskill, manager; Milton W. Woodward, chief engineer; C. O. Simmons, Orren Nigh, Earl Chamberlin, Harry Bown, G. L. Curtis, assoc. engineers. West Coast Office: 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeu, manager.

A. EARL CULLUM Jr.—Highland Park Village, Dallas 5, Tex. Telephone: Lakeside 2352. Associates: C. M. Daniell, D. A. Peterson.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Telephone: District 8456.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. Officials: E. M. Doolittle, president; G. W. Loreng, vice-president; Dudley Gray, vice-president and chief engineer.

A. JAMES EBEL—1113 W. Washington St., Champaign, Ill. Telephone: 9071. (AM-FM consultant.)

RALPH P. GLOVER—1024 Superior St., Oak Park, Ill.

PAUL F. GODLEY—10 Marion Road, Montclair, N. J. Telephone: Montclair 2-7850.

DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17. Telephone: Plaza 3-4150.

JOHN V. L. HOGAN—730 Fifth Ave., New York 19. Telephone: Columbus 5-5536. Associates: R. W. Bristol, Wilson Aull Jr., Murray E. Tucker.

FREDERICK S. HOWES, PH.D.—McGill Univ. Engineering Bldg., Montreal, Que., Canada.

C. M. JANSKY Jr.—Jansky & Bailey, National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 5411. Partner: Stuart L. Bailey.

WALTER F. KEAN—114 Northgate Rd., Riverside, Ill.

FRANK G. KEAR—Albee Bldg., Washington, D. C. Telephone: Republic 1951.

ROBERT L. KENNEDY—Albee Bldg., Washington, D. C. Telephone: Republic 1951.

WORTHINGTON C. LENT—1319 F St. N.W., Washington, D. C. Telephone: District 4127.

LOHNES & CULVER—Munsey Bldg., Washington 4, D. C. Telephone: District 8215. George M. Lohnes and Ronald H. Culver.

MAY BOND & ROTHROCK—National Press Bldg., Washington 4, D. C. Telephone: District 7362.

FRANK H. McINTOSH—Shoreham Bldg., Telephone: Metropolitan 4477.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C. Telephone: District 1205.

ANDREW D. RING—Ring & Clark, Munsey Bldg., Washington 4, D. C. Telephone: Republic 2347. (R. L. Clark on leave for military service).

HECTOR R. SKIFFER—St. Paul, Minn. Telephone: Garfield 5511. Hector R. Skiffer, Donald M. Miller.

I. T. COL. W. ARTHUR STEEL—63 Sparks St., Ottawa, Ont., Canada. Telephone: 3-9617.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000.

NATHAN WILLIAMS—150 High St., Oshkosh, Wis. Telephone: Oshkosh 548.

RAYMOND M. WILMOTTE—1469 Church St. N.W., Washington 5, D. C. Telephone: Decatur 1231.

HERBERT L. WILSON ASSOC.—991 Broad St., Bridgeport, Conn. Capt. Garo W. Ray, manager. (Maj. Wilson on leave.)

WOODWARD & KEEL—Earle Bldg., Washington 4, D. C. Telephone: National 6513.

FREQUENCY MEASURING SERVICES

COMMERCIAL RADIO EQUIPMENT Co. (Frequency measurements made from Kansas City and Hollywood offices.)—321 E. Gregory Blvd., Kansas City 5, Mo. Telephone: Jackson 5302. Engineers in charge of frequency measurements: Earl Chamberlin (day); Harry Bown (night). 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeu, manager. Eastern Office: International Bldg., Washington 4, D. C. Everett L. Dillard, general manager. Telephone: District 1319.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago 36. Telephone: Radcliffe 4100. President E. M. Doolittle. Vice-President: G. W. Lorenz; Vice-President and Chief Engineer: Dudley Gray.

RCA COMMUNICATIONS Inc.—66 Broad St., New York 4. Telephone: Hanover 2-1829. Vice-President and General Manager: T. H. Mitchell. Commercial Manager: Louis de Bottari. Branch: Riverhead, L. I., N. Y.; telephone, 2290; manager, E. C. Rundquist. Branch: San Francisco 8, Cal.; telephone, Garfield 4200; manager, N. R. Cherrigan.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace, N. E. Atlanta, Ga. Telephone: Dearborn 4774. (Frequency measurement service.)

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000. General Manager: Gomer L. Davies; Supervisor, frequency monitoring section: J. W. Hutton; Director Engineering Division: C. B. Knudson.

MARKET RESEARCH AND MARKETING GROUPS

ADVERTISING RESEARCH FOUNDATION Inc.—11 W. 42nd St., New York 18. Telephone: Longacre 3-5503. Officers: William G. Palmer, chairman of board; Stuart Peabody, vice-chairman; Frederic R. Gamble, treasurer; Paul B. West, secretary; A. W. Lehman, managing director. Directors: Lee H. Bristol, Allan Brown, Richard Compton, B. B. Geyer, Everett J. Grady, Carleton Healy, Turner Jones, Otis A. Kenyon, H. H. Kynett, H. K. McCann, Allyn B. McIntire, D. P. Smelser, Harold B. Thomas, Howard D. Williams.

A. S. BENNETT ASSOCIATES—512 Fifth Ave., New York. Archibald S. Bennett, director. **BROADCAST MEASUREMENT BUREAU**—535 Fifth Ave., New York. Telephone: Murray Hill 2-1963. Officers: Hugh Feltis, president; J. Harold Ryan, president NAB, chairman of the Board; Paul West, president Assn. of National Advertisers, 1st vice-chairman; Frederic R. Gamble, president American Assn. of Advertising Agencies, 2nd vice-chairman; Roger W. Clipp, WFIL, Philadelphia, secretary-treasurer. Members of the Board:

NAB—Messrs. Ryan, Feltis, Clipp; Dr. Frank A. Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Robert T. Mason, WMRN Marion, O.

ANA—Mr. West; Joseph M. Allen, assistant vice-president and advertising manager, Bristol-Myers Co.; Robert F. Elder, director of market research, Lever Bros. Co.; A. N. Halverstadt, director of media, Procter & Gamble Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of New Jersey; Donald B. Stetler, advertising director, Standard Brands Inc.

AAAA—Mr. Gamble; Leonard T. Bush, vice-president, Compton Adv. Agency; Carlos Franco, head of station relations, Young & Rubicam; Linnea T. Nelson, chief timebuyer, J. Walter Thompson Co.; D. E. Robinson, director of research, Pedlar & Ryan; Melvin Brorby, vice-president, Needham, Louis and Brorby.

BUREAU OF BROADCAST MEASUREMENT—Federal Bldg., Toronto. Telephone: Adelaide 8047. President: L. E. Penner, Canadian Cellucotton Products Ltd., Toronto. Directors: T. L. Anderson, Cockfield Brown & Co., Ltd., Toronto; H. M. Tedman, J. J. Gibbons Ltd., Toronto; A. Head, J. Walter Thompson Co. Ltd., Toronto; R. L. Sperber, Sterling Products Ltd.

(Continued on page 442)

*Serving the
War Effort and Industry
Throughout the World*

ALLIED RECORD MFG. COMPANY

HOLLYWOOD—CALIFORNIA



Electrical Transcriptions

1041 NORTH LAS PALMAS AVE. HOLLYWOOD 5107



(Continued from page 440)

Windsor, Ont.: A. Usher, RCA-Victor Ltd., Montreal; W. T. Cranston, CKCO, Hamilton, Ont.; H. N. Stovin, Stovin & Wright Ltd., Toronto; E. A. Weir, Canadian Broadcasting Corp., Toronto. Secretary-treasurer: A. McQuarrie. Research counsel: W. Elliott.

WALTER P. BURN & ASSOCIATES Inc.—7 West 44th St., New York 18. Telephone: Murray Hill 2-7461. Officers: Walter P. Burn, president; William Noble, vice-president.

CALIFORNIA ASSOCIATES—417 So. Hill St., Los Angeles 13. Telephone: Madison 1196. John B. Knight and Geraldine Parker, partners. Branch: 300 Montgomery St., San Francisco 4. Telephone: Garfield 6292.

CANADIAN FACTS—19 Melinda St., Toronto, Ontario. Telephone: Adelaide 2067. General Manager: J. F. Graydon. Vice-President: Mrs. N. P. Colwell. Director of Personnel: Mrs. G. A. Case. Chief Statistician: J. F. Graydon.

C. C. CHAPELLE CO.—500 N. Dearborn St. Telephone: Whitehall 7731. New York Office: 11 W. 42nd St. Telephone: Chickering 4-5432. George Fisk, manager.

ROBERT S. CONLAN & ASSOCIATES. New York Life Bldg., Kansas City 6. Telephone: Victor 3038. Officials: Robert S. Conlan, principal; John L. Guyant, associate; C. J. Conlan, associate; G. G. Zander, associate.

COOPERATIVE ANALYSIS OF BROADCASTING (CAB)—11 W. 42nd St., New York 18. Telephone: Longacre 3-5500. Officers: A. W. Lehman, president; George H. Allen, manager and secretary; D. P. Smelzer, chairman; G. H. Gallup, treasurer. Other committee board members: For ANA: D. P. Smelzer, Robert B. Brown, John Bogert. For AAAA: L. D. H. Weld, Ben Duffy. (Non-profit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

CROSSLEY Inc.—330 W 42nd St., New York 18. Telephone: Bryant 9-5462. Officials: Archibald M. Crossley, president; James A. Ward, vice-president.

EGERT RESEARCH Corp.—17 E. 42nd St., New York 17. Telephone: Murray Hill 2-9180. Helen Egert, president. (Nation-wide market research, rural and urban. Radio spot checking, word for word checking of commercial announcements.)

ELLIOTT-HAYNES Ltd.—25 King St., Toronto, Ont. Telephone: Adelaide 8464. Walter E. Elliott, president; W. Paul Haynes, Dr. Matthew N. Chappell, vice-presidents; E. R. Comte, treasurer; J. Myles Leckie, secretary. Branch: Sun Life Bldg., Montreal. Telephone: Plateau 6494. Branch: 51 E. 42nd St., New York.

FACT FINDERS ASSOCIATES Inc.—400 Madison Ave., New York. Telephone: Plaza 3-6941. Officials: R. E. Rindfusz, president; Frank R. Coutant, managing director.

FACTS CONSOLIDATED—111 Sutter St., San Francisco. Telephone: Douglas 2445. Principals: Roy S. Frothingham and Dorothy D. Corey. Hollywood Office: 6305 Yucca at Vine. Telephone: Hillside 8159. (Radio telephone surveys & sales & advertising research.)

EDGAR H. FELIX—1127 N. Kentucky St., Arlington, Va. Telephone: Glebe 6198. Entire staff with military or naval services or on technical assignments for the services. L. C. Skipper, chief field engineer; J. Murray, chief statistician.

ALVIN M. GOLDBERG—Brisbane Bldg., Buffalo 3, N. Y.

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Telephone: Plaza 3-4565. Director: J. F. Graham.

C. E. HOOPER Inc.—10 E. 40th St., New York 16. Telephone: Lexington 2-3000. Officials: C. E. Hooper, presi-

dent; Fred H. Kenkel, executive vice-president; John C. Whitridge, Jr., vice-president; W. Ward Dorrell, manager, station audience reports; Dorothy M. Behrens, manager, radio program reports; Edythe F. Bull, manager, special surveys; W. S. Herrington, manager, radio station area dept.; Dr. Matthew N. Chappell, research consultant. Branch: Equitable Bldg., Hollywood 28. Telephone: Hollywood 3553. Ruth Arnold, manager.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York 5. Telephone: Whitehall 3-9700. Director of Market Research: William Henry. (78 branch offices; for addresses, consult local telephone directories.)

INDUSTRIES COUNSEL ASSOC.—280 Madison Ave., New York. Rupert S. Stern, president; Leon Loeh, Waldo Schraubstader, vice-presidents; Jean Stewart, secretary-treasurer; Jeanne E. Ritzen, executive secretary. (Market & product research.)

INDUSTRIAL SURVEYS Co., Inc.—347 Madison Ave., New York 17. Telephone: Murray Hill 3-0690. Officials: Samuel G. Barton, president; Henry C. Trainor, secretary-treasurer; Jean L. Stewart, asst. research director; Branch: 75 E. Wacker Drive, Chicago 4. Telephone: Wabash 3363. Manager: Stanley Womer, vice-president.

RICHARD MANVILLE—1 E. 42nd St., New York 17. Telephone: Murray Hill 2-5568. (consultant on mass response.)

MARKET RESEARCH COMPANY OF AMERICA—444 Madison Ave., New York City 22. Telephone: Plaza 3-8920. Staff: Perriell White, Pauline Arnold, Matilda White.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland, O. Telephone: Main 0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

MCKINSEY & Co. (Management consultants)—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-5280. Partners and principals: H. G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, H. A. Roddick, A. E. Werolin, J. E. Walters, Gerald L. Murphy. Boston Branch—75 Federal St. Telephone: Hubbard 0620; partner: Stanley Balmer; Principal: Arthur Caruso. Pacific Coast Office: 235 Montgomery St., San Francisco. Telephone: Garfield 3638. Manager: L. Edward Scriven.

ROBERT N. McMURRY & Co.—322 So. Michigan Ave., Chicago. Telephone: Wabash 3880. Robert N. McMurry, president.

MEDIA RECORDS Inc.—354 Fourth Ave., New York 10. Telephone: Murray Hill 5-9376. President: P. L. Carty. Branches: 174 E. Long St., Columbus 15. Ohio. Telephone: Main 3526. Manager: Frances Davis; 400 W. Madison St., Chicago 6. Telephone: Andover 5683. Manager, Andrew Smigiel; 25 Kearny St., San Francisco 8. Telephone: Garfield 4989. Manager, E. J. Raleigh.

MOFFETT RESEARCH BUREAU—8253 Hollywood Blvd., Hollywood 28. Telephone: Hempstead 6372. Jessie Locke Moffett, owner.

NATIONAL RADIO RECORDS—347 Madison Ave., New York 17. Telephone: Murray Hill 6-9186. President: N. Charles Rombaugh. Executive Vice-President: Fulton Dent; Publication Editor: Dorothy Green.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Telephone: Hollycourt 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president in charge of Chicago office; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch—500 Fifth Ave., New York; telephone, Pennsylvania 6-7126;

manager, James O. Peckham. Branch—709 St. Aldates, Oxford, England; manager, E. L. Lloyd. Branch: 80 Richmond St., W., Toronto, Canada. J. P. Napier, manager.

NORTHWEST MARKETING SERVICE—15 N. Eighth St., Minneapolis 3, Minn. Telephone: Main 0497. Manager: Aurilla Smith; partner: Naomi Emerson.

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Telephone: 1675. Officers: Dr. Claude Robinson, president; Dilman M. K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

PARR RESEARCH SERVICES—210 Post, San Francisco. Telephone: Douglas 5300. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor; Dorothy Parker, special services.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary.

THE PULSE Inc.—500 Fifth Ave., New York 18. Telephone: Lackawana 4-8305. Radio Research organization for the New York area. Director: Dr. Sydney Roslow; Manager: David Klein; Ass't. Director: Nelle Kelly.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein; A. T. Robinson, field director.

ELMOROPER—30 Rockefeller Plaza, New York 20. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius.

ROSS FEDERAL RESEARCH CORP.—18 E. 48th St., New York 17. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; F. X. Miske, secretary.

STEWART, BROWN & ASSOCIATES—30 Rockefeller Plaza, New York 20. Telephone: Circle 5-7920. Managing Partners: Paul W. Stewart, Lyndon O. Brown, Arthur B. Dougall, Paul W. Atwood, Johanna B. Cooke. Senior Research Associates: R. C. Allen, A. J. Amos, D. M. Charlier, P. H. Crane, M. E. Greer, D. E. Miller.

SURVEYS Inc.—9 Rockefeller Plaza, New York 20. Telephone: Circle 6-9029. Otis T. Wingo Jr., president; C. P. Judd, director of survey operations. Branch: Defense Bldg., Washington 6. D. C. Telephone: Executive 0941.

THE TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-5860. Officers: John Paver, managing director; Henry M. Stevens, J. Walter Thompson Co., New York, president; Albert Brown, Best Foods, Inc., New York, vice-president; Kerwin H. Fulton, Outdoor Adv. Inc., New York, secretary-treasurer.

FRANK WRIGHT—681 Market St., San Francisco. Telephone: Exbrook 3883.

MISCELLANEOUS SERVICES AND ORGANIZATIONS

ASSOCIATED BROADCASTING Corp.—Grand Rapids 2, Mich. Telephone: 9-0208. Leonard A. Versluis, president; Clayton W. Kuning, general manager; Richard F. Connor, vice-president; Roy C. Kelley, executive vice-president; Wm. G. Henderson, station relations manager. (Religious programs)

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1. Telephone: Central 7994. Managing Director: James N. Shry-

ock. Branch: 330 W. 42nd St., New York 18; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and periodical circulation audit service.)

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Telephone: Circle 6-2535.

BELL TELEPHONE LABORATORIES—463 West St., New York. Telephone: Chelsea 3-1000. Development and engineering of broadcast equipment. O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, director of apparatus development; M. H. Cook and O. M. Glunt, directors of specialty and commercial products development; R. E. Poole, radio telephone engineer.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Telephone: 4-1957. James Dooley, business manager. (Specialized promotion service for radio stations.)

CARL H. BUTMAN—National Press Bldg., Washington. D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters.)

CHURCHILL ENGINEERING CORP.—56 W. 45th St., New York 19. Telephone: Murray Hill 2-0178. Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave., New York. Telephone: Mohawk 4-6381. Officials: Frank L. Avery, managing director; R. B. Brown, president; O. S. Tyson, vice-president; Preston Bell, secretary; A. J. Millard, treasurer. (Auditing, circulation of business publications.)

DAVID DARREN—General Consultant, 326 Pennsylvania Ave., S. E., Washington 3, D. C. Telephone: Franklin 1206.

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York 17. Telephone: Vanderbilt 6-1479. Officials: Howard Korman, McCann-Erickson, president; Edward N. Mayer Jr., Jas. Gray Inc., and R. M. Barbour, Saturday Night Press, vice-presidents; Donald Macaulay, S. D. Warren Co., secretary-treasurer; Jane L. Bell, executive manager.

REUBEN H. DONNELLEY CORP.—350 E. Cermak Rd., Chicago 16. Telephone: Victory 3232. Officials: Raymond M. Gunnison, president. Thomas E. Donnelley, chairman of board; Clarence O. Lillyblade, vice-president; Thorne Donnelley, vice-president (on leave, U. S. Navy); David L. Harrington, vice-president; Harry W. Warner, treasurer; William J. Clark, secretary. Branch offices: 305 E. 45th St., New York 17. Telephone: Murray Hill 4-7000. Manager: R. M. Gunnison. 401 N. Broad, Philadelphia 8. Telephone: Walnut 2434. Manager: A. H. Bamforth. 209 W. Seventh St., Cincinnati 2. Telephone: Parkway 2570. Manager: F. D. Inklus. (Radio contest judging; publishers, telephone directories; premium mailing; packaging, etc.)

VINCENT EDWARDS & Co.—342 Madison Ave., New York. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

FOOD - DRUG - COSMETIC REPORTS—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 0606. Editor: Wallace F. Janssen. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

INTERCOLLEGIATE BROADCASTING SYSTEM Inc.—507 Fifth Ave., New York 17. Telephone: Vanderbilt 6-6075. Executives: George Abraham, chairman; Louis M. Bloch Jr., business manager; David Borst, technical manager; Harriette Slot, program director.

(Continued on page 444)



"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 galop-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



(Continued from page 442)

INTERNATIONAL EVENTS—159 E. Chicago Ave., Chicago 11. Telephone: Superior 2441. David Gottlieb, manager (newspicture publicity service).

GEORGE MCKITTRICK & Co.—108 Fulton St., New York 7. Telephone: Barclay 7-4828. Branch: 185 No. Wabash Ave., Chicago 1. Telephone: State 8911. (Publishes McKittrick's Directory of Advertisers and Agencies.)

EDWIN CLAUDE MILLS—630 Fifth Ave., New York. Telephone: Circle 6-7148. (Consultant on commercial use of copyright musical works.)

MUZAK Corp.—229 Fourth Ave., New York 3. Telephone: Algonquin 4-3300. Clinton M. Finney, president. (Production and transmission of musical and other programs over wires and other guiding structures.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Telephone: Murray Hill 6-3535. Officials: Ray Clayberger, president; Edward L. Greene, general manager; Phillips Wyman, vice-president.

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS—120 Broadway, New York 5. Director of radio: Howard J. London. (Medical research and social welfare.)

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St., New York 18. Telephone: Medallion 3-5850. President and treasurer: R. W. Perrel. Branch: 333 No. Michigan Ave., Chicago; telephone: Randolph 5744; manager: A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RESEARCH BUREAU Inc.—415 North Dearborn St., Chicago 10. Telephone: Superior 5080. (Merchandising and advertising ideas for radio stations.)

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—National Advertising Records, 31 E. 10th St., New York 3. Telephone: Stuyvesant 9-7334. Officials: Anne R. Ederly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 N. Michigan Ave., Chicago. Telephone: Randolph 3442. A. J. Crane, manager.

RADIO REPORTS, Inc.—220 E. 42nd St., New York 17. Telephone: Murray Hill 2-6406. Edward F. Loomis, president; P. R. Rieber, editor. Branch: 617 S. Olive St., Los Angeles 14. Manager: Miss Dixie Wilkinson. (Recording and digesting radio news and comments.)

ROBINSON'S RADIO RECKONER—19 W. 44th St., New York. (Per listener-cost studies for spot users.)

SOUNDSCRIPT REPORTERS Inc.—17 E. 42nd St., New York 17. Telephone: Murray Hill 2-5092. Officials: Calvin Truesdale, president; D. M. Baker, secretary. (Reporting by means of electronic recordings.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington 4, D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

TRADEWAYS Inc.—285 Madison Ave., New York. Telephone: Ashland 4-1363. Officials: William H. Lough, president and treasurer; James E. Lough, secretary. (Marketing counselors.)

UNITED NATIONS INFORMATION OFFICE—610 Fifth Ave., New York 20. Telephone: Circle 5-8060. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas. Broadcasting Division: John H. Macdonell.

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6870. Operating WBZ, Boston; WBZA, Springfield, Mass.; WBOS,

Boston; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: Walter C. Evans, vice-president; Lee B. Wailes, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program and educational director; F. A. Lagne, auditor; F. P. Nelson, short-wave and television dept.

CLIFFORD YEWDALL—350 Fifth Ave., New York. Telephone: Pennsylvania 6-7861. Branch: Lincoln, Neb., Stewart Bldg., telephone: B 3135. (Accountant specializing in radio.)

MUSIC LICENSING GROUPS DEALING WITH BROADCASTERS

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS—RCA Bldg., New York 20. Telephone: Columbus 5-7464. Officers: Deems Taylor, president; Gustave Schirmer & Oscar Hammerstein II, vice-presidents; George W. Meyer, secretary; Max Dreyfus, treasurer; J. J. Brozman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; Herman Greenberg, asst. general manager; George A. Hoffman, controller; Robert L. Murray, director of public & customer relations; Schwartz & Frohlich, general counsel; Herman Finkelstein, resident attorney. Board of Directors: Stanley Adams, Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, Max Dreyfus, Walter Fischer, Otto A. Harbach, A. Walter Kramer, R. F. Murray, George W. Meyer, Jack Mills, Oscar Hammerstein II, Geoffrey O'Hara, Richard Rodgers, Herman Starr, Gustave Schirmer, Deems Taylor, John O'Connor, J. J. Robbins, Donald Gray, Ray Henderson.

ASSOCIATED MUSIC PUBLISHERS Inc.—25 West 45th St., New York 19. Telephone: Bryant 9-0845. President: Clinton M. Finney. Manager of Music Division: Gretl Urban.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York. Telephone: Pennsylvania 6-3466. Officers: J. Harold Ryan, president; Sydney M. Kaye, first vice-president; Merritt E. Tompkins, vice-president & general manager; Robert J. Burton, assistant secretary; Chas. E. Lawrence, treasurer; Claude C. Boydston, comptroller; Roy Harlow, asst. general manager and program director. Board of Directors: J. Harold Ryan, NAB, Washington; John Elmer, WCBM, Baltimore; Frank White, CBS, New York; William Hedges, NBC, New York; Paul Morency, WTIC, Hartford; Leonard Kapper, WCAE, Pittsburgh; Carl Haverlin, MBS, New York; C. W. Myers, KOIN, Portland, Ore.; J. Leonard Reinsch, WSB, Atlanta; Robert D. Swezey, Blue Network, New York. Chicago Office—54 W. Randolph St., Manager, James Cairns. Hollywood Office—1549 N. Vine St., Eddie Janis, manager.

CANADIAN PERFORMING RIGHTS SOCIETY Ltd.—Royal Bank Bldg., Toronto, Ont. Telephone: Elgin 9219. President: H. T. Jamieson.

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York. Telephone: Circle 6-3084. Officials: Harry Fox, general manager; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS—630 Fifth Ave., New York 20. Telephone: Circle 7-8194. Officials: James J. Walker, president; Fred Waring, chairman of board; Maurice J. Speiser, general counsel.

G. RICORDI & Co., 12 West 45th St., New York 19. Telephone: Murray Hill 2-0300. Dr. Renato Tasselli, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Telephone: Murray Hill 5-5365. Officials: Paul Heinecke, president; Ruth C. Heinecke, treasurer.

SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS—152 W. 42nd St., New York 18. Telephone: Longacre 5-9124. Officials: Shalom Secunda, president; Rev. Pincus Jassinowsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitz, secretary; Salom J. Perlmutter, general manager; A. S. Masters, counsel.

PUBLICITY AND PUBLIC RELATIONS SERVICES

DAVID O. ALBER ASSOCIATES 30 Rockefeller Plaza, New York 20. Telephone: Circle 6-9595. Executive Assistants: Mildred Brown, Har-die Frieberg, Al Berisohn, Sylvia Diamond.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Maurice Mermey, Philip N. Schuyler, Arthur McClure.

EDWARD L. BERNAYS—26 E. 64th St., New York 21. Telephone: Butterfield 8-5000.

IVAN BLACK ASSOCIATES—400 Madison Ave., New York 14. Telephone: Plaza 5-4760.

HARRY N. BLAIR—1270 6th Ave., New York 20. Telephone: Columbus 5-2125. Associate: Frank Leyendecker. Branch: Taft Bldg., Hollywood 46. Cal. Telephone: Granite 8367. Associate: Tony Hart.

H. A. BRINNO & ASSOC.—30 Rockefeller Plaza, New York. Telephone: Circle 6-8040. Associates: A. Rangan, P. Cullin, H. C. Cutter, E. Desver-nine, K. L. Harris.

CARL BYOIR & ASSOCIATES—10 East 40th St., New York. Telephone: Ashland 4-3466. Helene Jamieson Jordan, radio director; Carol Jouts, asst. radio director.

FRED COLL VOICES Inc.—36 E. 9th St., New York 3. Telephone: Gramercy 7-5366.

DENSON-FREY & AFFILIATES Inc.—12 E. 41st St., New York 17. Telephone: Lexington 2-3488. Executives: Erwin M. Frey, president; Helen V. Denson, executive vice-president.

MARTIN DODGE & Co.—RKO Bldg., New York 20. Telephone: Circle 5-6767.

ARTHUR EDDY—Taft Bldg., Hollywood 28, Cal. Telephone: Gladstone 5305.

EDITORIAL SERVICES LTD.—80 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4249. J. A. Cowan, president; Arthur J. McKenna, vice-president; Jean Alexander, H. E. Beattie, P. M. Bergeron, account executives.

EDUCATIONAL INSTITUTIONS PUBLICITY SERVICE—10 E. 43rd St., New York; telephone, Murray Hill 2-1710. President: Eliot M. Stark.

FRED ELDEAN ORGANIZATION—470 Fifth Ave., New York 19. Telephone: Eldorado 5-7651. Officials: Fred Elden, chairman; F. Arthur Hall, executive director. Branches: 1614 K St., N. W., Washington, D. C. Telephone: District 6336. Ralph Bugli, manager; Penobscot Bldg., Detroit. Telephone: Cherry 5984. Keeton Arnett, manager.

THE FADELL Co.—Northwestern Bank Bldg., Minneapolis 2, Minn. Telephone: Atlantic 3418. General Manager: Michael J. Fadell.

BENTLEY & LIVINGSTONE Inc.—75 E. Wacker Drive, Chicago. Telephone: Dearborn 1237. President: George Livingstone. Secretary-treasurer: H. S. Fisher.

EARLE FERRIS—40 E. 49th St., New York 17. Telephone: Plaza 5-3100.

TOM FIZDALE Inc.—60 E. 42nd St., New York 17. Telephone: Murray Hill 2-6560. Officers: Tom Fizdale, president; Irwin M. Nathanson, vice-president. Hollywood branch: 1509 N. Vine St. Telephone: Hollywood 7363. Manager: Carl Post.

FLANLEY & WOODWARD—551 Fifth Ave., New York. Telephone: Murray Hill 2-6438. Sally Woodward and Mabel G. Flanley, principals.

CHARLES H. GALE ASSOC.—515 Madison Ave., New York 22. Telephone: Plaza 5-3211.

STEVE HANNAGAN—247 Park Ave., New York City. Telephone: Plaza 5-2900. Associates: Larry Smits, Joe Copps.

HOPE ASSOCIATES Corp.—40 E. 49th St., New York 17. Telephone: Plaza 5-3100. Michel Mok, managing director.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Telephone: Lexington 2-0850. Officials: John W. Darr, president; David H. Shaw, vice-president. Branch: Field Bldg., Chicago. Telephone: Randolph 2260.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York. Telephone: Murray Hill 6-2727. Executive in charge: T. J. Ross, head of firm; John L. Dupree, Partners: Burnham Carter, Harcourt Parrish, James W. Lee II, J. M. Ripley, Ivy Lee Jr., John L. Dupree.

AUSTIN C. LESCARBOUR & STAFF—The Workshop, Croton-on-Hudson, N. Y. Telephone: Croton 444.

ALLAN MELTZER Inc.—509 Madison Ave., New York 22. Telephone: Plaza 3-7647.

J. W. MILFORD & ASSOCIATES—11 W. 42nd St., New York 18. Telephone: Wisconsin 7-5908. Director: J. W. Milford.

MARY FURLONG MOORE—11 E. 48th St., New York 17. Telephone: Plaza 3-3882. (Food, publishing and industrial accounts.)

GLADSTONE MURRAY—Victory Bldg., Toronto, Ont., Canada. Telephone: Adelaide 8184. (Policy counsel.)

LEO NEJELSKI—144 E. 39th St., New York 16. Telephone: Murray Hill 3-6775. Public relations and management counsel.

A. E. NELSON Co.—300 Montgomery St., San Francisco 4. Telephone: Yukon 2767. Officials: A. E. Nelson, president; F. J. Bruguere, vice-president; Lawrence Livingston, secretary; John F. Greig, treasurer.

THOMAS W. PARRY JR.—319 N. Fourth St., St. Louis 2, Mo. Telephone: Central 5622.

PUBLICITY ASSOCIATES Inc.—Empire State Bldg., New York 1. Telephone: Longacre 5-3210. President: Josef Israels II; vice-president: Amy Vanderbilt; secretary: Ruth V. Martin.

FRANK LINDSAY RAND & Co.—360 N. Michigan Ave., Chicago 1. Telephone: Randolph 0001.

LEO R. SACK—Southern Bldg., Washington 5, D. C. Telephone: District 0120.

SELVAGE & LEE—16 E. 48th St., New York 17. Telephone: Plaza 8-0350. James P. Selvage, Morris M. Lee, H. H. Stansbury, partners; Tom Pedlar, radio relations.

(Continued on page 445)

LARRY STEVENS—30 Rockefeller Plaza, New York 20. Telephone: Columbus 5-7372. Mrs. Roy Porter, associate.

KATHERINE WELLINGBROOK—551 Fifth Ave., New York 17, N. Y. Telephone: Murray Hill 2-6650.

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Road, W. Hartford 7, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, secretary; George W. Bailey, president; Francis E. Handy, communications manager; David H. Houghton, treasurer.

ASSOCIATION OF RADIO NEWS ANALYSTS—9 E. 46th St., New York. Telephone: Plaza 5-6577. Officers: John W. Vandercook, president; H. V. Kaltenborn, chairman, executive committee; Maj. Geo. Fielding Elliot, Raymond Gram Swing, vice-presidents; Quincy Howe, treasurer; Cesar Searchinger, secretary; Waverly Root, associate secretary.

ASSN. OF RECORDING STUDIOS Inc.—1600 Broadway, New York City. Telephone: Circle 6-0686. Executives: Hazard E. Reeves, Reeves Sound Studios, honorary president; K. R. Smith, Muzak Corp., president; Dorothy Vanston, vice-president; H. Jackson, Franky & Jackson Inc., secretary; Max Rittershausen, Carl Fischer Inc., treasurer. (Association of independent transcription firms.)

CANADIAN ASSOCIATION OF BROADCASTERS—Victoria Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Glen Bannerman, president-general manager; T. Arthur Evans, secretary-treasurer; Harry Sedgwick, Toronto, chairman of board; G. R. A. Rice, Edmonton, vice-chairman. Directors: Gerry Gaetz, Winnipeg; A. A. Murphy, Saskatoon, Sask.; Ralph White, Kamloops, B. C.; J. E. Campeau, Windsor; J. K. Cooke, Toronto; Philip Lalonde, Montreal; J. N. Thivierge, Quebec; Lieut.-Col. K. S. Rogers, Charlottetown, P. E. I.; N. Nathanson, Sydney, N. S.

CLEAR CHANNEL BROADCASTING SERVICE—National Press Bldg., Washington, D. C. Telephone: Metropolitan 1464. Chairman: Edwin W. Craig, WSM, Nashville, Vice-Chairman: J. O. Maland, WHO, Des Moines, Executive Committee: Edwin W. Craig, J. O. Maland, Mark Ethridge, Treasurer: Harold Hough, WBAP, Fort Worth.

FEDERAL COMMUNICATIONS BAR ASSN.—729 15th St., N.W., Washington. Officers: Eliot C. Lovett, president; Ralph A. Van Orsdel, first vice-president; Philip G. Loucks, second vice-president; Thomas P. Littlepage, secretary; Byron G. Carson, treasurer. Executive Committee: E. O. Sykes, Reed Rollo, Herbert M. Bingham, Horace L. Lohnes, Lester Cohen, P. J. Hennessey Jr., Ben S. Fisher.

FM BROADCASTERS Inc.—333 W. State St., Milwaukee 1. Telephone: Marquette 6000. Officers: Walter J. Damm, president; Theodore C. Streibert, vice-president; Lewis W. Herzog, secretary-treasurer. Washington office: 1730 Eye St., N.W. Myles Loucks, managing director.

INSTITUTE OF RADIO ENGINEERS—330 W. 42nd St., New York 18. Telephone: Medallion 3-5661. Officers: Dr. William L. Everitt, War Department, President; Dr. Hendrik I. Van Der Bijl, Johannesburg, S. A., vice-president; Raymond A. Heising, Bell Telephone Labs., treasurer; Dr. Alfred N. Goldsmith, consulting engineer, editor; Haraden Pratt, Mackay Radio & Telegraph Co., secretary. Directors: Stuart L. Bailey, Jansky & Bailey; Dr. Wilmer L. Barrow, Sperry Gyroscope Co.; E. Finley Carter, Sylvania Electric Products; Lewis W.

Clement, Crosley Corp.; Raymond F. Guy, NBC; Ralph A. Hackbusch, Stromberg-Carlson; Keith Henney, Electronics; Lawrence C. F. Herle, consulting engineer; Dr. F. B. Diewel, Bell Telephone Labs.; Dr. Benjamin E. Shackelford, RCA; Dr. Donald B. Sinclair, General Radio Co.; William O. Swinyard, Hazeltine Electronics Corp.; Prof. Hubert M. Turner, Yale University; Harold A. Wheeler, Hazeltine Electronics Corp.; Dr. Lynde P. Wheeler, FCC; William C. White, General Electric Co., Harold R. Zeamans, general counsel.

NATIONAL ASSOCIATION OF BROADCASTERS—1760 N St., N. W., Washington 6, D. C. [see page 344].

RADIO DIRECTORS GUILD—114 E. 52nd St., New York 22. Telephone: Plaza 3-4300. Officers: Earle L. McGill, president; Jerry Devine, president; William N. Robson, vice-president; Harry Ackerman, treasurer; William M. Sweets, secretary; Helen F. Mount, executive secretary.

RADIO EXECUTIVES CLUB Inc., 630 Fifth Ave., New York 20. Officers: Warren Jennings, president; Linnea Nelson, vice-president; Claude Barrere, secretary; Helen A. Thomas, treasurer.

RADIO MANUFACTURERS ASSOCIATION—1317 F St., N. W., Washington 4, D. C. Telephone: National 4901. Officials: Bond Gaddes, executive vice-president and general manager; R. C. Cosgrove, Crosley Corp., Cincinnati, president; T. A. White, Jensen Radio Mfg. Co., Chicago, vice-president; E. A. Nicholas, Farnsworth Television & Radio Corp., Ft. Wayne, vice-president; David T. Schultz, Raytheon Mfg. Co., Newton, Mass., vice-president; Walter Evans, Westinghouse E. & M. Co., Baltimore, vice-president; Robt. C. Sprague, Sprague Elect. Co., No. Adams, Mass., vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel; James W. Douthat, Washington, director of publications.

RADIO MANUFACTURERS ASSN. OF CANADA—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: W. W. Richardson. President: R. M. Brophy; Vice-President: S. L. Capell; Chairman, Parts Division: R. Randall; Chairman, Service Committee: W. A. White; Chairman, Engineering Committee: A. B. Oxley.

SOUTHERN CALIFORNIA BROADCASTERS' ASSN.—542 S. Broadway, Los Angeles 13. Officers: Lawrence W. McDowell, president; Harry Maizlish, secretary-treasurer.

SOUTHERN CALIFORNIA SPORTSCASTERS ASSN.—117 W. Ninth St., Los Angeles 15. Phone: Vandike 7913. Frank Bull, president; Bill Schroeder, secretary-treasurer; Sam Ralzer, vice-president.

SPORTS BROADCASTERS ASSN.—New York. Officers: Stan Lomax, WOR, New York, president; Bill Stern, Sam Taub, vice-presidents; Tom Slater, secretary; Jim Dolan, treasurer.

TELEVISION BROADCASTERS ASSN.—500 Fifth Ave., New York 18, N. Y. Telephone: Lackawana 4-4783. Officers: J. R. Poppele, president; Robert L. Gibson, General Electric Co., vice-president; Will Baltin, secretary-treasurer; O. B. Hanson, NBC, asst. secretary-treasurer; F. J. Bingley, Philco Radio and Television Corp., Philadelphia, Allen B. DuMont, Allen B. DuMont Labs.; E. A. Hayes, Hughes Productions, Hollywood; Curtis W. Mason, Earle C. Anthony Inc., Los Angeles; J. R. Poppele; Paul Raibourn, Television Productions; Lewis Allen Weiss, Don Lee Broadcasting System, directors.

TOWN HALL Inc.—America's Town Meeting of the Air, 123 W. 43rd St., New York 18. Telephone: Wisconsin 7-5800. President of Town Hall and moderator of program: George V. Denny Jr., Director of radio forum division: Marian S. Carter.

VETERAN WIRELESS OPERATORS ASSN.—30 Rockefeller Plaza, New York. Telephone: Columbus 5-5900. Officers: William J. McGonigle, president; A. J. Costigan, vice-president; G. H. Clark, secretary; William C. Simon, treasurer.

WESTERN ASSOCIATION OF BROADCASTERS—C. P. R. Bldg., Edmonton, Alta. Telephone: 22-101. President: G. R. A. Rice, CFRN. Directors: T. Elphicke, CKWX, British Columbia; A. A. Murphy, CFQC, Saskatchewan; Gerry Gaetz, CKRC, Manitoba.

WOMEN'S NATIONAL RADIO COMMITTEE—113 W. 57th St., New York 19. Telephone: Circle 7-4110. Chairman: Mme. Yolanda Mero-Irion.

RADIO EDUCATIONAL GROUPS

ASSOCIATION FOR EDUCATION BY RADIO—228 N. LaSalle St., Chicago 1. Telephone: Dearborn 7801. Officers: I. Keith Tyler, president; Luke Roberts, first vice-president; Robert B. Hudson, 2nd vice-president; George Jennings, treasurer; Elizabeth Goudy, secretary.

CHICAGO RADIO COUNCIL—(Board of Education) 228 N. LaSalle St., Chicago. Telephone: Dearborn 7801. Officers: James B. McCahey, president of the board; Dr. William H. Johnson, superintendent; Harold W. Kent (on leave); George Jennings, acting director; E. H. Andresen, chief engineer; Elizabeth E. Marshall, program director; Robert R. Miller, associate producer (operates FM station WREZ).

FEDERAL RADIO EDUCATION COMMITTEE—U. S. Office of Education, Federal Security Agency, Washington 25, D. C. Telephone: Executive 6500, extension 2565. Officials: Dr. John W. Studebaker, Commissioner of Education, chairman; Mrs. Gertrude G. Broderick, executive secretary. Executive Committee: George P. Adair, Federal Communications Commission; Clifford J. Durr, Commissioner, Federal Communications Commission; Lyman Bryson, CBS; John Elmer, WCBM, Baltimore; Willard E. Givens, National Education Assn.; Rev. Frederick G. Hochwalt, National Catholic Welfare Conference; Harold B. McCarty, National Assn. of Educational Broadcasters; J. Harold Ryan, NAB; Judith C. Waller, NBC; Levering Tyson, Muhlberg College.

INSTITUTE FOR EDUCATION BY RADIO—Ohio State University, Columbus 10, O. Telephone: University 3148. Officers: W. W. Charters, honorary chairman; I. Keith Tyler, director; Ardis Hillman Wheeler, executive secretary.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—1010 S. Wright Urbana, Ill. Telephone: 7-2616. Officers: Frank E. Schooley, WILL, Urbana, Ill., president; Allen Miller, KOAC, Corvallis, Ore., vice-president; W. I. Griffith, WOI, Ames, Ia., treasurer; A. James Ebel, WILL, executive secretary.

OFFICE OF RADIO RESEARCH—Division of Columbia U. Bureau of Applied Social Research, 15 Amsterdam Ave., New York 23. Telephone: Columbus 5-6951. Director: Dr. Paul F. Lazarsfeld.

RADIO COUNCIL (WREZ) Chicago Public Schools—228 N. LaSalle St., Chicago 1. Telephone: Dearborn 7801. Officers: Harold W. Kent, director (on leave); George Jennings, acting director; Elizabeth E. Marshall, program director; E. H. Andresen, chief engineer; Robert R. Miller, associate producer.

RADIO WORKSHOP—Central States Teachers College, Stevens Point, Wis. Bertie L. Hanson, director.

ROCKY MOUNTAIN RADIO COUNCIL, Inc.—21 E. 18th Ave., Denver 2. Telephone: Keystone 5306. Director: Robert B. Hudson, Execu-

tive committee; C. B. Hershey, Colorado College, president; James G. Allen, University of Colorado, secretary; A. Helen Anderson, Denver public schools, treasurer. Members: W. D. Armentrout, Colorado State College of Education; H. M. Crain, Colorado School of Mines; Roy M. Green, Colorado A. & M. College; J. L. Morrill, University of Wyoming.

SCHOOL BROADCAST CONFERENCE—A permanent national conference on utilization of radio in education, 228 N. LaSalle St., Chicago 1. Telephone: Dearborn 7801. Executive Committee: Harold W. Kent, honorary chairman (on leave); George Jennings, director of conference; Judith Waller, NBC; David Heffernan, Cook County Public Schools; Elizabeth E. Marshall, Chicago Radio Council.

RADIO NEWS SERVICES

* BRITISH UNITED PRESS Ltd.—231 St. James St. W., Montreal, Que., Telephone: Plateau 9947. Officials: R. W. Keyserlingk, managing director; G. H. Sallaus, general news manager; Marcus Van Steen, day editor; W. E. Balfour, night editor; F. A. Darrell, accountant. Branch offices: Halifax, N. S., Broadcasting House, Telephone: Bishop 8318. George V. Fraser, manager; Moncton, N. B., Knights of Pythias Bldg. D. E. Swift, manager; Ottawa, Ont., House of Commons, Telephone: 2-8211. Norman Macleod, manager; Toronto, 21 King St. E. Telephone: Adelaide 8834. L. J. Rogers, manager; Vancouver, B. C., 500 Beatty St. Telephone: Pacific 5732. Alex Janusitis, manager; Winnipeg, Man., 166 Portage Ave. Telephone: 98-322. Brian A. Tobin, manager, Regina, Sask., Drake Hotel. John E. Bird, manager.

CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston 15, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd.

* INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faria, editor-in-chief; Walter E. Moss, business manager.

* PRESS ASSOCIATION Inc.—Subsidiary of Associated Press, 50 Rockefeller Plaza, New York 20. Telephone: Circle 7-7363. General Manager: William J. McAmbridge. Assistant to general manager: Oliver Gramling. News Director: Tom O'Neil.

* PRESS NEWS LIMITED—Subsidiary of Canadian Press, 44 Victoria St., Toronto 1, Ont. Telephone: Elgin 2692. Officers: Hon. W. A. Buchanan, president; J. A. McNeil, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

* REUTERS LTD. OF LONDON—50 Rockefeller Plaza, New York. Telephone: Circle 6-3960. D. K. Rogers, manager.

* TRANSRADIO NEWS FEATURES Inc.—521 Fifth Ave., New York 17. Telephone: Murray Hill 2-4053. Officers: Herbert Moore, president; Dixon Stewart, vice-president.

* TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York 17. Telephone: Murray Hill 2-4053. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president. Branch Offices: 203 N. Wabash, Chicago. Manager: Milton Fishman; National Press Bldg., Washington 4. Manager: Rex Goad; Taft Bldg., Hollywood. Manager: Wilfred Brown.

* UNITED PRESS ASSOCIATIONS 220 East 42nd St., New York. Telephone: Murray Hill 2-0400. Officials: Hugh Baillie, president; Edwin Moss Williams, vice-president; Jack Bisco, general sales manager; Al F. Harrison, radio sales manager; Phil Newsom, radio news manager.

* Indicates news is sold for commercial sponsorship.

INDEX TO ADVERTISERS

STATIONS

| | |
|----------------------------------|--------------|
| CHNS, Halifax, N. S. | 182 |
| CHUM, Toronto | 185 |
| CJBC, Toronto | 183 |
| CKAC, Montreal | 187 |
| CKLW, Detroit | 185 |
| KALB, Alexandria, La. | 210 |
| KBON, Omaha | 220 |
| KCKN, Kansas City, Kans. | 263 |
| KDYL, Salt Lake City | 165 |
| KFAB, Lincoln | 119 |
| KFDM, Beaumont | 252 |
| KFMB, San Diego | 81 |
| KFNF, Shenandoah | 258 |
| KFOR, Lincoln | 275 |
| KFWB, Los Angeles | 268 |
| KFXM, San Bernardino | 194 |
| KFYO, Lubbock | 157 |
| KGER, Long Beach | 75 |
| KGFI, Los Angeles | 216 |
| KGKO, Fort Worth | 162 |
| KGNC, Amarilla | 156 |
| KGVO, Missoula | 242 |
| KGW, Portland | 145 |
| KHQ, Spokane | 169 |
| KHUB, Watsonville, Cal. | 213 |
| KIEM—KJUN, Eureka—Grants Pass | 239 |
| KIRO, Seattle | 171 |
| KLX, Oakland | 214 |
| KMA, Shenandoah | 238 |
| KMBC, Kansas City | 403-406 |
| KMTR, Los Angeles | 77 |
| KOIL, Omaha | 121 |
| KOIN, Portland | 143 |
| KOZY, Kansas City | 421 |
| KPRO, Riverside, Cal. | 264 |
| KQW, San Jose, Cal. | 289 |
| KRGV, Weslaco | 158 |
| KRLD, Dallas | 155 |
| KROD, El Paso | 240 |
| KROW, Oakland | 212 |
| KROY, Sacramento | 290 |
| KSD, St. Louis | 6-115 |
| KSEI—KTFL, Pacatello—Twin Falls | 306 |
| KSL, Salt Lake City | 287 |
| KSO, Des Moines | 261 |
| KSTP, St. Paul | 111 |
| KTOK, Oklahoma City | 277 |
| KTSA, San Antonio | 159 |
| KWBW, Hutchinson, Kans. | 267 |
| KWFT, Wichita Falls, Tex. | 207 |
| KWKH, Shreveport | 43 |
| KXEL, Waterloo | 39 |
| KXOK, St. Louis | 116-117 |
| WAAF, Chicago | 91 |
| WADC, Akron | 281 |
| WAKR, Akron | 137 |
| WAVE, Louisville | 103 |
| WBAL, Baltimore | 45 |
| WBAP—WFAA, Fort Worth—Dallas | 163 |
| WBIG, Greensboro | 251 |
| WBNX, New York | 56, 215 |
| WBOC, Salisbury, Md. | 253 |
| WBYN, Brooklyn | 241 |
| WCAE, Pontiac | 50, 294, 308 |
| WCAU, Philadelphia | 279 |
| WCBM, Baltimore | 31 |
| WCFL, Chicago | 93 |
| WCLO, Janesville | 173 |
| WCSC, Charleston, S. C. | 27 |
| WDBJ, Roanoke | 208 |
| WDEL, Wilmington | 85 |
| WDRG, Hartford | 83 |
| WDSU, New Orleans | 68 |
| WEAF, New York | 301 |
| WEBR, Buffalo | 68 |
| WEGO, Concord | 206 |
| WEMP, Milwaukee | 244 |
| WENR, Chicago | 95 |
| WENY, Elmira | 256 |
| WFBL, Syracuse | 249 |
| WFBM, Indianapolis | 97 |
| WFCT, Pawtucket | 149 |
| WFIL, Philadelphia | 273 |
| WFLA, Tampa | 87 |
| WFMJ, Youngstown | 138 |
| WFOY, St. Augustine | 242 |
| WGAL, Lancaster | 147 |
| WGVV, Charleston, W. Va. | 204 |
| WGN, Chicago | 293 |
| WGNV—WKIP, Newburgh—Poughkeepsie | 236 |
| WGR—WKBW, Buffalo | 125 |
| WGST, Atlanta | 89-248 |
| WHAM, Rochester | 126 |
| WHAS, Louisville | 283 |

| | |
|------------------------------------|--------------------|
| WHEB, Portsmouth | 245 |
| WHEC, Rochester | 130 |
| WHIO, Dayton | 338 |
| WHKK, Akron | 266 |
| WHO, Des Moines | 99 |
| WIBC, Indianapolis | 295 |
| WIBG, Philadelphia | 337 |
| WIBW, Tapeka | 101 |
| WINN, Louisville | 271 |
| WINX, Washington, D. C. | 250 |
| WIOD, Miami | 218 |
| WIP, Philadelphia | 247 |
| WIRE, Indianapolis | 243 |
| WISN, Milwaukee | 175 |
| WITH, Baltimore | Inside Front Cover |
| WJAS, Pittsburgh | 291 |
| WJEF, Grand Rapids | 257 |
| WJJD, Chicago | 92 |
| WJW, Cleveland | 139 |
| WJZ, New York | 131 |
| WKBB, Dubuque | 190 |
| WKBN, Youngstown | 141 |
| WKBO, Harrisburg | 147 |
| WKMO, Kokomo | 203 |
| WKRC, Cincinnati | 246 |
| WKRC, Kalamazoo | 257 |
| WLAC, Nashville | 285 |
| WLAW, Lawrence | 107 |
| WLIB, Brooklyn | 133 |
| WLS—KOY, Chicago—Phoenix | 8-9 |
| WLW, Cincinnati | 33-36 |
| WMAN, Mansfield, O. | 336 |
| WMAQ, Chicago | 303 |
| WMAZ, Macon | 89 |
| WMBG, Richmond | 167 |
| WMBR, Jacksonville | 242 |
| WMC, Memphis | 307 |
| WMFJ, Daytona Beach | 260 |
| WMT, Cedar Rapids | 51 |
| WNEW, New York | 265 |
| WOAI, San Antonio | 161 |
| WOKO, Albany | 123 |
| WOOD, Grand Rapids | 309 |
| WORK, York | 147 |
| WOV, New York | 127, 211, 266 |
| WOW—KODY, Omaha—North Platte | 14-15 |
| WPEN, Philadelphia | 49 |
| WPTF, Raleigh | 135 |
| WQXR, New York | 129 |
| WRAC, Williamsport | 262 |
| WRGA, Rome, Ga. | 336 |
| WRNL, Richmond | 254 |
| WROK, Rockford | 202 |
| WRRF, Washington, N. C. | 237 |
| WRVA, Richmond | 333 |
| WSB, Atlanta | 305 |
| WSIX, Nashville | 153 |
| WSMB, New Orleans | 228 |
| WSPA, Spartanburg | 151 |
| WSRR, Stamford, Conn. | 276 |
| WSTV, Steubenville | 194, 268 |
| WTBO, Cumberland | 105 |
| WTCN, St. Paul | 113 |
| WTIC, Hartford | 259 |
| WTOG, Savannah | 89 |
| WWDC, Washington, D. C. | 205 |
| WWJ, Detroit | 109 |
| WXYZ, Detroit | 47 |
| XEG—XERB, Monterrey—Rosarito, Mex. | 426 |

EQUIPMENT

| | |
|-------------------------------------|----------|
| Aerovox Corp. | 437 |
| Allied Record Mfg. Co. | 441 |
| Allied Recording Products Co. | 433 |
| American Transformer Co. | 364 |
| Amperex Electronic Products | 349 |
| Andrew Co. | 366, 381 |
| Blaw-Knox | 378-379 |
| Bliley Electric Corp. | 431 |
| Clarostat Mfg. Co. | 374 |
| Commercial Radio Equipment Co. | 345 |
| Cornell-Dubilier | 429 |
| Daven & Co. | 377 |
| DuMont Laboratories, Inc. | 419 |
| Electro-Voice Corp. | 347 |
| Fairchild Camera & Instrument Corp. | 361 |
| Farnsworth Television & Radio Corp. | 177 |
| Federal Telephone & Radio Corp. | 357 |
| Finch Facsimile | 65 |
| Gates Radio Co. | 353 |
| General Electric Co. | 61-63 |
| Gould-Moody Co. | 395 |
| Hallcrafters | 401 |
| Hollister Crystal Co. | 352 |
| Harco Steel Construction Co. | 366 |
| Harvey Radio Co. | 392 |
| Johns-Manville | 409 |
| Johnson, E. F., Co. | 362 |

| | |
|------------------------------------|--------------|
| Lehigh Structural Steel Co. | 375 |
| Lingo, John E. & Son | 399 |
| Mycalex Corp. of America | 37, 417 |
| Premier Crystal Labs., Inc. | 435 |
| Presto Recording Corp. | 365 |
| Radio Engineering Labs., Inc. | 350-351 |
| RCA Victor (tubes & transmitters) | 354-5, 382-7 |
| Radio Corp. of America | Back Cover |
| Stromberg-Carlson Co. | 67 |
| Tower Sales Erecting Co. | 380 |
| Truscon Steel Co. | 415 |
| United Electronics Co. | 427 |
| U. S. Recording Co. | 391 |
| United Transformer Corp. | 390 |
| Universal Microphone Co. Ltd. | 394 |
| Western Electric | 10-11 |
| Westinghouse Elec. & Mfg. Co. | 367-370 |
| Weston Electrical Instrument Corp. | 360 |
| Wincharger Corp. | 358 |

GENERAL

| | |
|---|-------------------------|
| Air Features, Inc. | 325 |
| All-Canada Radio Facilities, Ltd. | 184 |
| Associated Program Service | 321 |
| Ayer, N. W. & Son, Inc. | 21 |
| Barran, John | 364 |
| Batten, Barton, Durstine & Osborn, Inc. | 5 |
| Branham Co. | 32 |
| Broadcast Music, Inc. | 318-319 |
| Burnett, Leo Co., Inc. | 1 |
| Columbia Recording Corp. | 327 |
| Compton, Walter | 331 |
| Cresta Blanca Wine Co., Inc. | 199 |
| Davis, C. George | 363 |
| Editor & Publisher | 209 |
| Free & Peters, Inc. | Front Cover |
| Gillette, Glenn D. | 356 |
| Godley, Paul | 371, 392, 398, 400, 416 |
| Griffith, Hamer Co. | 224 |
| Headley-Reed Co. | 225 |
| Hodges, Russ | 325 |
| International News Service | 59 |
| Jansky & Bailey | 389 |
| Katz Agency | 227 |
| Lang-Worth Inc. | 44, 331, 332 |
| Lewis, Fulton Jr. | 313 |
| Lahnes & Culver | 397 |
| McGillivray, Joseph Hershey, Inc. | 229 |
| McIntosh, Frank | 359 |
| McKittrick, Geo. & Co. | 219 |
| McNory & Wrathall | 411 |
| Michelson, Chas. | 325 |
| Muzak Transcriptions, Inc. | Inside Back Cover |
| NBC Radio-Recording Division | 235, 317 |
| National Register Publishing Co. | 217 |
| NBC Spot Sales | 53 |
| Neblett Radio Productions | 312 |
| Press Association, Inc. | 57 |
| Press News | 181 |
| Radio Programme Producers of Canada | 185 |
| Radio Sales (CBS) | 231 |
| Raymer, Paul H. Co. | 334 |
| RCA Communications, Inc. | 372 |
| Regional Radio Sales Co. | 222 |
| Ring & Clark | 372 |
| Ringling Brothers & Barnum & Bailey | 44 |
| Seeds, Russel M. Co., Inc. | 25 |
| Sherman & Morquette, Inc. | ; |
| Spot Sales, Inc. | 221 |
| Stavin, Horace Co. | 183, 265 |
| Taylor-Howe-Snowden Radio Sales | 226 |
| United Press | 51 |
| Neblett Radio Productions | 312 |
| Wallace, Tom | 21 |
| Warwick & Legler, Inc. | 21 |
| Wester, Carl & Co. | 33 |
| Wilmotte, Raymond | 41 |
| Wilson, Howard H. Co. | 232 |
| Woodward & Keel | 39 |
| World Broadcasting System, Inc. | 328-329 |
| Wright-Sonovox, Inc. | 12 |
| Young, Adam J. Inc. | 232, 312, 181 |
| Young & Rubicam, Inc. | ; |
| Ziv, Frederic W. Co. | 32 |

NETWORKS AND GROUPS

| | |
|---|---------|
| Blue Network | 12-1 |
| Canadian Broadcasting Corp. | 17 |
| Columbia Broadcasting System | 23-2 |
| Don Lee Broadcasting System | 7 |
| Friendly Group (WFGP, WJPA, WKNY, WSTV) | 26 |
| Georgia Major Market Trio | 8 |
| Keystone Broadcasting System | 69-7 |
| Mason-Dixon Radio Group | 34 |
| Mutual Broadcasting System | 40-4 |
| National Broadcasting Co. | 297-301 |
| North Central Broadcasting System | 34 |
| Nunn Stations (KFDA, WBIR, WCMI, WLAP) | 16-1 |
| Radio Programs de Mexico | 42 |
| RHC Cadena AZUL | 42 |
| Texas Quality Network | 34 |
| Wildcat Stations (WELI, WKNE, WSYR, WTRY) | 25 |
| Yankee Network Inc. | 34 |

ARMY

NAVY

OWI

...but **YOU** are a
good customer, too

... for the fastest
transcription ser-
vice in the world!

TREASURY

**CO-ORDINATOR
OF INTER-
AMERICAN
AFFAIRS**

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.

But **YOU** are a good customer, too... working hard in advertising agencies and radio stations.

And we are serving both!

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.*

To our loyal clients, new and old, a sincere "thank you" for your continued patience and continued business.

TRANSCRIPTIONS

**HIGH SPEED
PROCESSING**

VINYLITE PRESSINGS

Reference Recordings - Line recordings for supplemental radio coverage.

Send us your Acetate masters for processing and pressing. Gold sputtering... the fastest processing and pressing service.

MUZAK

CORPORATION

A Division of Associated Music Publishers, Inc. Licensed under United States patents of Western Electric Company, Inc.

STUDIO AND RECORDING FACILITIES

PROCESSING AND PRESSING PLANT

NEW YORK
151 West 46th Street
Bryant 7-1247

WASHINGTON, D. C.
1124 Vermont Avenue
Republic 1984-5

CHICAGO
141 S. La Salle Wacker Bldg
Central 5275

NEW YORK
250 West 54th Street
Columbus 5-8552



RCA has pioneered for twenty-five years in the science of radio and electronics . . . from world-wide wireless to international short-wave broadcasting . . . from electron tubes to electron microscopes . . . from the hand-wound Victrola to the automatic radio-phonograph . . . from television to radar.

RCA has developed and expanded its "know-how" in skilled engineering and production so vitally needed to meet the demands of war . . . these qualities will be reflected in the peacetime products of RCA.



RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza, New York City

RCA LEADS THE WAY

In Radio . . . Television . . . Phonographs . . . Records . . . Tubes . . . Electronic